

PRINTERS' INK



Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS

VOL. CLXXI, No. 5

NEW YORK, MAY 2, 1935

10c a Copy



Sown—One Dollar!

Harvested—Sixteen!

FOR FORTY YEARS the International Correspondence Schools of Scranton, Pennsylvania, have kept an accurate and complete record of the work done by every dollar which these schools have invested in advertising. Against each dollar so spent are stacked the dollars returned by that dollar.

Q. For these four decades, each dollar expended for advertising has produced an average of sixteen dollars in business!

And, for these same four decades the International Correspondence Schools have been honored clients of

N. W. AYER & SON, Incorporated

Advertising Headquarters Washington Square, Philadelphia

New York • Boston • Chicago • San Francisco • Detroit

London • Montreal • Buenos Aires • São Paulo

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Over the 300,000 Mark!

PUBLISHER'S statement for the six months period ending March 31, 1935, shows the Herald-Traveler with a net paid circulation of 300,990 — a gain of 11,531 over the similar six months period covered by the 1934 report. In the Greater Boston area of nearly two million the Herald-Traveler offers a far greater circulation than any contemporary daily newspaper.

The continued growth of Herald-Traveler circulation is paralleled by a steady growth in advertising leadership. As it has for many years, the Herald-Traveler again in 1935 leads all Boston newspapers in retail store, general, financial, classified and total paid advertising.



Advertising Representative:
GEORGE A. McDEVITT CO.
New York Chicago Detroit
Philadelphia San Francisco

BOSTON HERALD-TRAVELER

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PRINTERS' INK

NEW YORK, MAY 2, 1935

This Week

RIGHT often it develops that a principle is sound until it runs into big money.

This occasional aberration underlies the current argument between agencies and advertisers about how the agencies are to be compensated for the **talent**—often the expensive talent—**of radio artists**.

Shall the agency collect the customary 15 per cent on, say, the \$5,000 weekly salary of, say a crooner? And if the answer to that question is yes, the next question is: Why? Not why the crooner—for perhaps nobody could answer that—but why the \$750?

On each side—commission vs. a service fee—there is much to be said. Indeed, much has been said, but not much openly.

This week, Bernard A. Grimes opens P. I. with what amounts, almost, to a convention—agency men and advertisers speaking their minds on this lively issue.

* * *

Meanwhile, **Mr. Berwald absorbs pencils**. Mr. Berwald—A. H.—is advertising manager of the Eagle Pencil Company. Eldridge Peterson writes the story of how Mr. Berwald, who used to think that a lead pencil was something with which to write, educated himself into realizing that a pencil is something to sell. Mr. Berwald's education is a case history.

* * *

And now comes a man with an idea. In fact, he has two ideas; and the second one, only partly formed, is more important than the first. He asks: What shall be done with the ideas—merchandising programs, advertising campaigns, copy slants—that are being carried around by unemployed advertising

men? "I've got an idea," says this one. "But what shall I do with it?"

* * *

Your **house-magazine-to-the-trade** needn't be elaborate. Broaden its editorial scope so that it may carry information that is generally helpful to your dealers, and you may hold it to a single page. F. W. McGrath, vice-president of the Barton Corporation, tells how and why the Barton "Booster" succeeds.

* * *

Celebrating its fiftieth year, *Good Housekeeping* does what other general magazines might be doing; it prints an article on **advertising**—its values **socially and economically**. Reprinting the piece, P. I. offers it for the thoughtful consideration of, and possible use by, advertising's practitioners. The author is James W. Young, University of Chicago.

* * *

Out of her experience in the advertising department of a retail store and as an account executive in an agency, Irene Sickel Sims explains why co-operative, **manufacturer-dealer advertising** usually flops—why it is better and easier for the manufacturer to build local acceptance on his own.

* * *

Last week, Max Hacker, space buyer for Pedlar & Ryan, outlined his method of making up **A, B, C schedules** for big users of newspapers. This week J. F. Quick, of Mark O'Dea & Company, carrying the series forward, explains his philosophy and plan.

* * *

Bill posters used to work at night. Thus they foiled the shotguns of irate owners of buildings.

A. Wineburgh, president of the Carbona Products Company, raconteur and philosopher, goes back to those nocturnal times as he proves that **advertising** is not an expense against a product, but a **capital investment**.

* * *

Today's **catalogs** don't all die off tomorrow. As mail-order houses know, the books keep pulling, sometimes for years. But there are ways in which the catalog maker may make sure that his catalog will keep on living and working for him. Having consulted catalog makers, E. E. Irwin offers four pages, plus, of suggestions.

* * *

Indeed, the **national housing program** is generating advertising. **PRINTERS' INK's** Washington bureau reports that the FHA, keeping score of space volume, is gratified by increasing lineage in magazines and by active, result-

getting co-operation from the newspapers.

* * *

It will pay manufacturers to consider the postcard. Applied to an in-between job, a postcard can help mightily, and inexpensively, toward the consummation of a sale. Under "**Selling by Postcard**," Don Gridley tells how.

* * *

"Before I show you the shoe," says the salesman, "let me tell you about the Grips Athletic Club." Thus, as the plan is described by Harry Holding, advertising and sales promotion manager, does the Beacon Falls Rubber Company sell footwear for children.

* * *

O-Cedar transforms a package into a combination by adding a small, trial bottle. So successful was the result that O-Cedar plans to extend the idea to another product.

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Missouri says, "Show me."

New England says, "Show me—if you can."

Traditionally conservative, New England advertisers are the true skeptics. They don't spend their advertising dollars until values are fully proved.

Among the many fine advertising accounts from New England appearing in *The New Yorker* are the New England Council, the states of New Hampshire, Vermont and Maine, and the New York, New Haven and Hartford Railroad.

THE NEW YORKER, 25 West 45th St., N. Y.

Answers to 4,188 QUESTIONS on *Buying Habits*

WHEN bigger and better questionnaires are made, the honors, or infamy, will probably go to our research department. Even the census takers can't think of so many things to ask.

Milwaukee folks have answered an average of 349 questions concerning their buying habits and other activities of their private lives, for each of the twelve annual editions of The Journal's "Consumer Analysis of the Greater Milwaukee Market." That's about 4,188 questions on the use and ownership of several hundred products. All of the answers are



conveniently compiled in the "Consumer Analysis."

The 1935 edition covers nearly 100 subjects concerning auto accessories, grocery products, household appliances, tobacco products, toiletries and other merchandise. When you are planning a test campaign, remember that information contained in "Consumer Analysis" is not duplicated in any other market, and it puts Milwaukee in a class by itself as a marketing laboratory.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

O'Mara & Ormsbee, Inc. New York Chicago Detroit Los Angeles San Francisco

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Radio Talent and Agencies

Commission vs. Service Fee Argument Gets Warm; Views of Some Agents and Advertisers

By Bernard A. Grimes

ADVERTISERS and agents are getting right down to cases in their argument as to whether an agency handling radio accounts should receive 15 per cent commission on talent or a flat service fee. The controversy centers around the standard 15 per cent in its application to a new medium. Most advertisers protest that such an extension is arbitrary.

But agency accounting records refute the charge that agencies may be reaping an excessive profit. Every indication is that

they will stick by their guns and, as with the commission-fee issue in general, commission practice will dominate, with the advertiser free, as always, to shop around for some better arrangement—if he believes such to be to his advantage.

Writing from a strictly reportorial standpoint, I shall attempt here to set down what I believe to be an accurate picture of the points raised on both sides of this discussion. Editorializing and moralizing may come later, but there is none of it here.

One interesting feature of the situation is that advertising agents are by no means unanimously in favor of the commission system in this instance. And opposition to it on the part of advertisers is fairly widespread.

There are a variety of arrangements in operation and, while this continues to be the case, those agencies which rigidly adhere to a 15 per cent charge on talent, are going to be faced with arguments from advertisers. Much of the discussion, however, is off the record, with a general unwillingness to be quoted in print. The topic did come before the convention, a few

weeks ago, of the American Association of Advertising Agencies, where Chester J. LaRoche, president of Young & Rubicam, Inc., tackled his assignment in a straightforward manner. Impartial observers who have studied his analysis agree that he made an able presentation for those who uphold the 15 per cent charge on talent.

He stressed the point that a fee system will not automatically prevent over-payment. The agent who charged 15 per cent on time and talent and then tried to make money by under-servicing would, he believes, also try to make money by over-estimating the work under a fee system. In other words, advocates of a fee system should not forget that it is subject to the same opportunity for abuse by the shrewd and shortsighted as is the commission system.

One thing is certain: no advertiser wishes to deny an agency adequate compensation for its services. This is emphasized time and again in the replies received from a number of advertisers who, along with agency executives, have been asked by **PRINTERS' INK** for their opinions. Advertisers who oppose

While the Rare

Some advertisers are still looking on at the greatest performance in the history of non-fiction magazine publishing, and meanwhile an exceptional advertising opportunity...many have termed it the greatest in the field today...is being missed.

THE AMERICAN HOME is this parade and these are its high spots:

- A complete home service magazine of intimate appeal and unparalleled usefulness to both men and women home hobbyists.
- A 104% gain in net paid circulation in two years from 294,000 (April 1933) to over 600,000 (April 1935) without boy sales, short terms, premiums, arrears, or inducements of any kind...a circulation structure altogether unprecedented in soundness until the advent of **THE AMERICAN HOME**.
- A leader on more lists, we believe, either in volume of returns or low cost per inquiry, than any other magazine in proportion to number of accounts carried (we invite any magazine to match its record against that of **THE AMERICAN HOME**).

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• An average monthly gain of 107% in advertising for the past twelve months over the preceding year...a greater gain than any other magazine in any field.

• An **action** magazine, where every page stimulates buying and where manufacturers find only those who want to buy.

Smart money is going into THE AMERICAN HOME these days. Present advertisers are doubling, tripling, and quadrupling their expenditures with us **on the basis of results produced.**

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Would you keep a Babe Ruth on the bench simply because all the positions on the team were filled?

When will **you** join the parade?

THE AMERICAN HOME

Published by Country Life - American Home Corporation

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

the payment of the 15 per cent, but who pay it, are quick to point out that where the cost of a program may exceed an adequate return in commission, an additional fee should be paid to compensate the agency and return it a profit.

On both sides of the fence doubt is raised as to whether a hard-and-fast rule can be laid down to govern the wide range of conditions that are involved in the requirements for individual accounts. There are, for example, the facilities which agencies have to offer. These range from large staffs, headed by experts, which carry a large overhead to assure complete and competent service, down to the smaller agencies where radio work is delegated to one executive and a small personnel and which frequently retains outside counsel.

Commission on Time Only Usually Means Loss

Even the smaller agency may find that the work of talent selection, script production, rehearsal, merchandising and check-up on program productiveness can total an amount that justifies the claim that, in agency compensation, radio can be the least profitable of media. Merely to receive commission on time usually means serving the client at a loss and this may also be the case where commission on talent is willingly paid. It is a situation such as this which helps to popularize the fee system because any agency executive who is a good business man will want additional reimbursement to enable him to serve his client without monetary loss to himself.

The whole question is so fraught with unpleasantness that one agency is perfectly willing to step aside and let the matter of talent selection be handled by the client. Of course no agency can escape doing a lot of work with talent, but even then where the client represents an important source of billings in mediums other than radio, there is, in some agency quarters, an expressed willingness to do this talent work without charge other than the commission on time.

An agency that feels it wise

to keep itself as much out of the talent picture as it can is always apt to be confronted with a situation that would demand a stronger and more definite policy should the major source of its billings from a client swing into radio activities.

Here again the question sums itself up in the kind and degree of work done for an account. Naturally if an advertiser feels that an agency is receiving an excessive return on talent commission, he is going to argue the agency's charges and may insist upon his own handling of work in connection with talent.

"Why not let him go his way," an agency executive asks, "if he thinks our services aren't worth his hire? He will learn a thing or two and not one of the least of these will be the terrific amount of time and the great tact and diplomacy that one has to put forth in dealing with artistic temperaments; making artists realize that a sponsor is not spending his money for art's sake or as a purely public benefaction; that the artist's ability is only being engaged because it is going to help increase sales."

The agency which avoids as much mix-up with talent as possible has an easy and fortunate out, but that out only presents itself where radio represents a small part of the agency's revenue. The agency is always being asked to do for minor clients what it performs for major clients. A progressive agency is always striving to do more for all of its clients. To retain its major clients it is constantly doing everything to make those large advertising investments more productive.

More Effort in Conserving Large Investment

The advertisers whose radio stars get weekly salaries which run up into four figures too often are blind to their own interests in decrying the payment of 15 per cent on the cost. A greater investment calls for a proportionately greater effort to conserve this investment and you don't save money by pouring it through the bung and in

(Continued on page 97)



23,000 ADVERTISERS IN ONE PUBLICATION

IN round numbers, 23,000 advertisers used the columns of The Christian Science Monitor during the past twelve months. (*This does not include classified advertisements.*) Included in this clientele are Retailers, Manufacturers, Banks, Schools, Hotels, Railroads, Steamship Lines, Airways and various other groups. Every state in the Union is represented; 32 countries overseas. Why does this great number of advertisers choose the Monitor as an advertising medium, and why does the number increase from year to year? Many of them would tell you that it is *because of the cordial welcome which Monitor readers extend to Monitor advertisers—their immediate, friendly response, and continued interest.*

THE CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society
Boston, Massachusetts

NEW YORK OFFICE—500 FIFTH AVENUE

Other Branch Offices: Chicago, Detroit, St. Louis,
Kansas City, San Francisco, Los Angeles, Seattle, Miami,
London, Paris, Geneva, Milan.



AN INTERNATIONAL DAILY NEWSPAPER

Agency Pay Kept Secret

Manufacturers Get This Concession from SEC, but They Must Reveal Publicity Expenses

*Printers' Ink Bureau,
Washington, D. C.*

BY a ruling handed down last week, the Securities and Exchange Commission set at rest the fears of manufacturers and advertising agents that the amount of money spent on advertising by the former and the commission received by the latter would be made public.

The point at issue concerned, chiefly, Item 27 of Form 10. In case you are a little hazy about the forms, Form 10 is for corporations and is the application for permanent registration of securities under Section 12 (b) of the Securities Exchange Act of 1935. Practically every corporation listed on the Exchanges must fill it out. Item 27 of that form reads:

Give the information required below in tabular form concerning the aggregate remuneration paid by the registrant, directly or indirectly, to any person, other than a director, officer or employee, whose aggregate remuneration from the registrant, in all capacities, exceeded \$20,000 during the past fiscal year.

The question soon rose in the mind of advertisers: "Must I list my advertising agency or agencies? If so, must I list the *total* amount the agency received as commissions on my account or only the amount paid on non-commissionable media? Must I list the amount I paid (over \$20,000, of course) to my radio star(s)?"

Worried advertisers, who did not

care to have their competitors know how much they spent on advertising and on radio talent, asked for a ruling. The Association of National Advertisers applied for a ruling in writing.

The answer, in short, is "no" as to agents, but amounts paid to public relations counsel must be given.

The SEC took no part in the controversy as to whose agent, if he be an agent, the advertising agent is. It carefully avoided that question and simply ruled—as is its right—that a corporation does not have to give the information under Item 27 in Form 10 and Item 37 in Form A-2. At the same time, it ruled that a corporation must, under Item 31 of Form 10, set forth any agreement with an affiliate for advertising, if material. The official text of the interpretation is as follows:

"The question has arisen as to the meaning of Item 27 of Form 10 and Item 37 of Form A-2. The Commission has ruled that these items do not require information concerning ordinary expenditures made for advertising, whether the payments are made directly to an advertising medium or to an advertising agency. (It is to be noted that an agreement with an affiliate for advertising, if material, should be set forth in answer to Item 31 of Form 10.) However, remuneration for publicity advice and counsel, not directly connected with the obtaining of space or other advertising medium, should be set forth."

* * *

Cargill Joins Donahue & Coe as Vice-President

Julian Cargill, formerly advertising director of the Butterick Publications and for the last two years vice-president of William Esty & Company, New York, has been elected vice-president of Donahue & Coe, Inc., New York agency.

Sears, Roebuck Appoints Homer McKee

Sears, Roebuck & Company, Chicago, have appointed Homer McKee, advertising agent of that city, as advertising counsel. He will act in an advisory capacity on matters of general advertising policy of the company.

\$1,995,000

... represents our investment in a highly trained staff of men and women whose brains, experience, and energy make your program a success!

... represents our investment in one of radio's finest organizations to keep KSTP the Dominant Station in the 9th U.S. RETAIL MARKET—that metropolitan area of Minneapolis and St. Paul where 74.3c of every retail dollar in Minnesota are spent!



For specific details and valuable market data write—

General Sales Office, KSTP,
Minneapolis, Minn., or our
NATIONAL REPRESENTATIVES
...in New York: Paul H. Raymer Co.,
...in Chicago, Detroit, San Francisco:
John Blair Company.

DOMINATES THE 9th U. S. RETAIL MARKET



WHY

Uncle Gustav

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THE GLASS OF FASHION and the mold of form was Uncle Gustavus.

One of his better accomplishments was his ability to keep the World's Fair souvenir spoon out of his eye while he maneuvered his handle bar mustache around the edge of the elegant gold trimmed mustache cup that Mama gave Papa on their wooden wedding day.

But an artist chap was his undoing.

No less an authority than Mark Sullivan devotes over two pages of his absorbing book "Our Times," to Charles Dana Gibson's influence on American living.

"Gibson's characters," says Mr. Sullivan, "always clean and fine, composed the models for a whole generation of Americans, their dress, their pose, their attitude toward life."

The Gibson Girl was the avowed ideal of every personable young woman, while to look and act like the Gibson Man was the secret ambition of the nation's young men. "Fifth Avenue," according to Joseph Pennell, the illustrator, "is like a pro-

cession of Gibsons." And so too Main Street, by the grace of magazine advertising by Alfred Decker Cohn, The National Cloak and Company, et al.

So Gibson's pen sent mustache out of fashion and put Uncle Gustavus's mustache cup on the shelf of the china closet. It was King C. Gillette's new fangled safety razor, for example, such a golden opportunity that its national magazine advertising completely came its high price.

But the influence on women was even greater. Elsie Robinson, in a recent *Cosmopolitan* series entitled "I Wanted Out," makes this interesting comment:

"Those Gibson Girls were merely an intriguing mode, were the symbol of a charming world . . . a breath-taking phenomenon . . . the first generation of American women who had experienced education, who had dared to think 'going to work' or, even more outrageous, of remaining 'bachelor

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had used slang, played basket
in bloomers, ridden on a Bicycle
For Two. Her mannish collar,
uplifted nose, the very length of
stride were tinged with the virus
that 'New Woman' movement
was turning decent society
into a turvy. Fashion was still lacing
Gibson Girl into corsets, covering
every available inch of her flesh with
laces and bows, *but her spirit*
coming uncovered and no
other on earth
could keep her
from the old
ways."

much of Gib-
son's work ap-
peared in Cos-
mopolitan, where
she was illustrated
in various impor-
tant novels and

contributed many of his famous char-
acter drawings. The combination of
Great Fiction and Great Illustration
was as irresistible then as it is today.

Today's Great Fiction molds fash-
ions and forms buying habits. The
magazine that prints more Great
Fiction per issue than any other is
certainly the magazine where the
emotional stimulus of Great Fiction
reaches its peak and where advertis-
ing projected against its background

is most effective.
That magazine, by
critical appraisal,
is Cosmopolitan.

Increasingly,
advertisers ap-
preciate this, buy
more space in Cos-
mopolitan. Do you
use Cosmopolitan
to the limit?

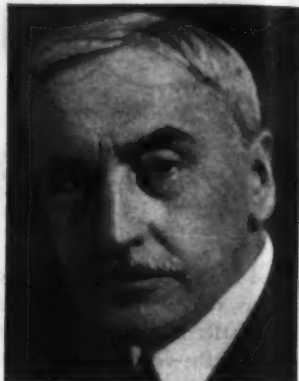
"THE MOST INFLUENTIAL
BOOKS, AND THE TRUEST
IN THEIR INFLUENCE, ARE
WORKS OF FICTION," SAID
ROBT LOUIS STEVENSON.
"THEY RE-ARRANGE, THEY
REPEAT, THEY CLARIFY
THE LESSONS OF LIFE"

COSMOPOLITAN

Mr. Davis and Mr. Brown



Howard Davis



Hilton U. Brown

AT the concluding session of its convention in New York last week, the American Newspaper Publishers Association elected Howard Davis, business manager of the New York *Herald Tribune*, as a member of the board of directors to succeed Hilton U. Brown, publisher of the Indianapolis *News*.

There is more in this event than a mere election. For Mr. Brown had been a member of the board for thirty-two years and was allowed to retire only at his own earnest request. And Mr. Davis had just retired as president after having served in that capacity longer than any other man in the association's history.

In acceding to Mr. Brown's request that his directorship be terminated, the convention adopted a resolution expressing its apprecia-

tion of his admirable service. And at a testimonial dinner Mr. Davis was praised for his courageous work in behalf of freedom of the press and was given a Georgian silver coffee service. He will continue as chairman of the code committee.

Jerome D. Barnum, Syracuse *Post-Standard*, was elected president; and James G. Stahlman, Nashville *Banner*, vice-president. E. H. Harris, Richmond, Ind., *Palladium-Item*, was re-elected secretary, and Walter M. Dear, Jersey City *Jersey Journal*, treasurer. F. I. Ker, The Hamilton (Ont.) *Spectator*, was elected director and re-elected directors were: W. G. Chandler, Scripps-Howard Newspapers, W. E. Macfarlane, Chicago *Tribune*, and Charles H. Taylor, Boston *Globe*.



Merrill Anderson Appointments

Cary F. Denney, formerly with the Geyer-Cornell Company, has joined The Merrill Anderson Company, New York agency. This agency is now handling the advertising of the Fidelity and Deposit Company of Maryland; the First National Bank of Glens Falls and Improved Risk Mutuals, a group of fifteen fire insurance companies.

E. Evalyn Grumbine Advanced

E. Evalyn Grumbine has been appointed assistant managing editor and business manager of *Child Life*, Chicago. She has been advertising director of the magazine for the last ten years. Miss Grumbine will continue as advertising director but in her new position will closely supervise all activities—editorial, circulation, publicity and promotion.

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Where Co-operation Flops

Few Stores, It Seems, Give Advertising Allowance Wise Spending and Profitable Timing

By Irene Sickel Sims

THE agent whose report on co-operative advertising was published under "Advertising 'Gimmies'" (in the April 18 issue of *PRINTERS' INK*) omitted to mention several of the gravest objections to this form of hold-up which so frequently confronts national advertisers.

Having myself been both a copy writer in a retail store and account executive in advertising agencies, I would counsel against co-operative advertising for these reasons:

Most retail store advertising departments are overburdened with buyers' requests for newspaper space;

Each section's "Big Days"—peak sales made on certain merchandise the year before—must be planned for, properly played up, and space allotted to set new records, if possible;

Seasonal Drives—Christmas, January Sales, Brides' Features, the Easter Apparel Campaign, Annual or Semi-Annual Furniture Sales, and a score of other big store events have the right of way, and must dominate the store's advertising in their appropriate seasons.

Weather Reports are watched, and important sale advertising is staged with an eye to sunny skies, or heat, or cold, according to the merchandise.

Even the day when maids are out, and mistresses are less free to shop, influences the advertising of luxury items.

By the time the advertising manager or his assistant has met all these "musts," only off-buying days, inappropriate seasons, or space in newspapers known to be less effective in their pulling power remain, as a rule, to be pro-rated against the space requests for the

"co-operative allowance" from the manufacturer.

As a result, many a manufacturer who has crippled his national advertising campaign to divert part of his budget to co-operative advertising, finds that his sacrifice has bought him only:

Advertising in off-seasons;

Advertising in second-place newspapers;

Advertising on off-buying days;

Advertising which does not reflect the distinctive style of his national advertising;

Advertising over which he exercises no power of censorship.

Each store interprets the manufacturer's commodity through its own inspired or overworked advertising department—where the staff must write about so many products that it cannot pretend greatly to a specialized knowledge of any particular brand's differentiating qualities.

Another Uncontrollable Factor

Even when the manufacturer goes to the extra care and expense of providing the retailer with complete mats or electros—and so knows that his story will be adequately told—he has no means of selecting the class of merchandise with which his products will be grouped in the store's advertising make-up.

Some manufacturers are finding that certain good stores do a very effective advertising job for them on a co-operative basis, but I know of few cases where the manufacturers would not feel infinitely more secure if they had built that local acceptance for themselves.

Nothing is quite so properly discouraging to a national advertiser

— DAILY —

New York Evening Journal
 Chicago Evening American
 Albany Times-Union
 Syracuse Journal
 Rochester Evening Journal
 Boston Evening American
 Detroit Evening Times
 Wisconsin News
 Baltimore News-Post
 Washington Times
 Atlanta Georgian
 Omaha Bee-News
 Los Angeles Examiner
 San Francisco Examiner
 Seattle Post-Intelligencer

— SUNDAY —

Boston Advertiser
 Albany Times-Union
 Syracuse American
 Rochester American
 Detroit Times
 Baltimore American
 Atlanta American
 Omaha Bee-News
 Los Angeles Examiner
 San Francisco Examiner
 Seattle Post-Intelligencer



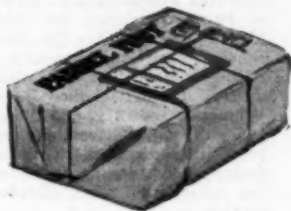
HEARST INTERNATIONAL

NEW YORK · CHICAGO · DETROIT · CLEVELAND · BOSTON · PHILADELPHIA · SEATTLE

TALLY

... CARLOAD DESTINATIONS *against* **Broken-Case Lots**

IF you could stand on 5,000 factory loading platforms and check the destination of outgoing shipments, you would see the same thing happening everywhere . . .



Carload lots, all going to the same few vital markets; broken-case lots going to the countryside and to smaller cities . . . but every *one* carload equalling in volume most of the small lots put together.

If manufacturers only could concentrate upon *carload* orders, they could well afford to let the others go.

They can . . . by concentrating *wholly* upon carload markets with newspaper advertising which is focused upon them with the intense productive power which only newspapers can give.

ONVERTISING SERVICE

Rodney E. Boone, General Manager

PHILADELPHIA · BOSTON · ATLANTA · SAN FRANCISCO · LOS ANGELES · SEATTLE

as to see the store business his dollars have helped build gravitate to a competitive brand, due solely to a change in store buyers.

Manufacturer-placed advertising permits to all retailers a share in

selling the consumer; it delivers its good-will to the manufacturer outright, with no troubling strings—subject to a sudden snap due to mercurial mood or store shake-up of buyer or merchandise manager.

Liquor Allowance Stopped

*Printers' Ink Bureau,
Washington, D. C.*

THAT thorn in the side of distillers, the old advertising allowance racket, was officially outlawed last Friday when it was announced that the President had approved amendments to the Codes of Fair Competition for the Distilled Spirits Industry, the Distilled Spirits Rectifying Industry, the Alcoholic Beverages Importing Industry, the Alcoholic Beverage Wholesale Industry, and the Wine Industry, which have the effect of prohibiting members of those industries from paying trade buyers for advertising and distributing service.

Formerly, each of these codes permitted the giving of such allowances under certain conditions. However, there being in the retail liquor trade many particularly tough hombres, the expected happened. When salesmen approached the retailers, they found them waiting with their hands out—not for the product but for the allowance. In a variation of the old Chinaman's slogan, they announced: "No allowance, no handle." It would have been easier to take, perhaps, if the retailers wanted to use the money to advertise but no such naive thought ever crossed their minds.

Of course, this wasn't true of all retail liquor dealers but it was true in enough cases to reach the ears—and not faintly—of Joseph H. Choate, Jr., director of the Federal Alcohol Control Administration. So a hearing on the subject was held in Washington on March 22 and 27, at which time there was a general unanimity of opinion among the Code Authority representatives and industry members that the practice should be ruled out. Hence

the code amendments just approved and which are all alike except as to the amendment number. In each of the five codes, Article V, Section 5, is amended to read as follows:

Section 5. Advertising and Distribution Service.

(a) To pay, credit or otherwise compensate a trade buyer for any advertising, display, or distribution service furnished by a trade buyer for or on behalf of the member of the industry or to furnish any advertising, display, or distribution service to or on behalf of a trade buyer; except that this section shall not prevent members of the industry from—

(1) Advertising their products and in connection with the advertisement setting forth the names and addresses of wholesale and retail establishments where such products may be obtained; or

(2) Furnishing to trade buyers signs advertising only the industry member or his products.

(b) Payments and allowances for special advertising or distribution service rendered within thirty days from the effective date of this amendatory section pursuant to contracts on file with the Code Authority on the effective date of this amendatory section, and at the time of filing lawful under this Code and applicable State or other law, shall not be regarded as in violation of this amendatory section.

Under the amendments, payments for special advertising or distribution services will be permitted for services rendered prior to May 19, 1935, pursuant to contracts for such services on file with the appropriate administrative body before the effective date of the amendments.

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Mr. Berwald Absorbs Pencils

Wherein Is Shown How and Why Advertising and Laboratory Can and Should Work Together

By Eldridge Peterson

WHEN, some years ago, he was offered the job of advertising manager of the Eagle Pencil Company, A. H. Berwald, then engaged by the Du Pont Company in advertising work on a totally different product, hesitated somewhat at the opportunity. As an advertising man, he knew a pencil mainly as a tool—something he used for scribbling an O. K. on a layout or a piece of copy. But when that pencil suddenly presented itself as merchandise—to be advertised and sold—it made him pause.

He looked at pencils and pencil advertising. The pencils themselves seemed pretty much alike and so did the advertisements that he studied. His survey left him, he says, not quite convinced "that there was anything about a pencil that I could hope to advertise successfully," and this uncertainty he frankly explained to the president of the Eagle company, E. M. Berolzheimer.

The latter's reply is a complete idea in itself. "Join our organization anyhow"—was the gist of it—"take all the time you want—months, a year—mosey around the factory, pry into this and that and see what you can find—keep thinking about what a pencil needs to justify its being advertised nationally and when we have what you want, you go ahead."

On that basis, Mr. Berwald went to work.

A year passed. He had done just what he had been told to do—he had pried into this and that.

And what had he found?

At first he felt that he hadn't found as much as a year's time should justify. He had discovered that making a pencil isn't so sim-

ple as it seems. He saw that his company went to no end of trouble getting the right kind of graphites from Mexico and Ceylon, the best type of clay and other materials from every part of the world. He learned to his own satisfaction that everything that could be done to make a superior pencil was being done by his organization. But his job was to prove all this to other people's satisfaction.

Out of all this, after a year, somewhere, somehow, an effective advertising and selling idea should be ready to pop! It was, but, as was to be expected, it popped in an unexpected quarter. For among Mr. Berwald's discoveries, we have failed to mention I. Chesler.

Not that Mr. Chesler needed to be discovered. That had been done long before. A protégé of Thomas Edison, he had worked for many years with the famous inventor in the heyday of his experiments and when Edison in his later years became less active, Mr. Chesler joined the Eagle organization as its chief technician. It was his job to experiment with materials and methods, to develop new processes, to do things better.

And so, it can hardly be said that Mr. Berwald discovered Mr. Chesler, but what he did discover was this:

When an advertising manager in search of advertising ideas hobnobs with a technician who is in search of product ideas—that in itself is a swell idea.

For after a year of "absorbing" pencils, Mr. Berwald had come to one conclusion: That the pencil industry was handicapped by its age-old custom of testing the performance qualities of pencils by rule-of-thumb, hand methods that were

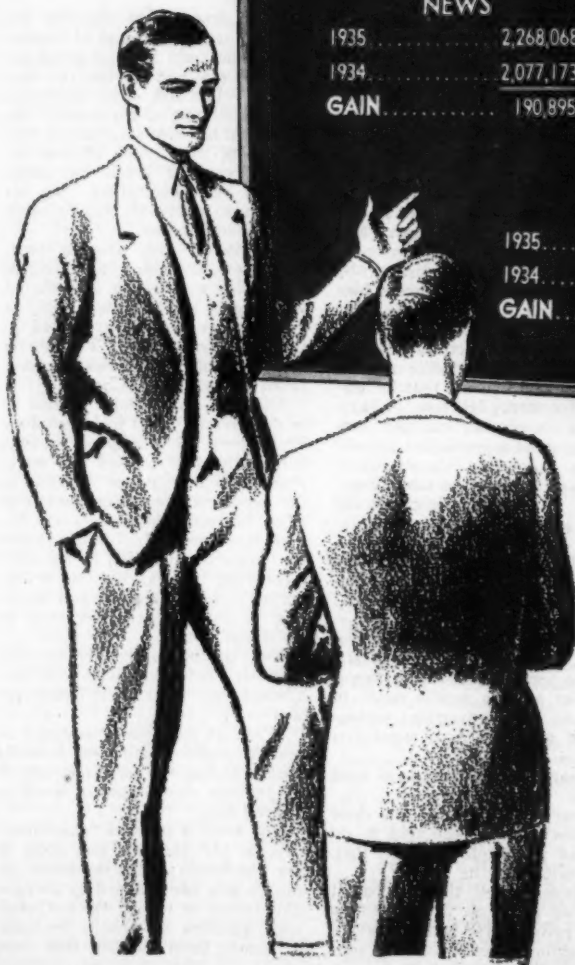
Advertising 1st Quarter 1935

NEWS

1935	2,268,068
1934	2,077,173
GAIN	190,895

NEWS

1935	193
1934	193
GAIN	GA



Detective

Became the most advertised for the month of 1935. The record made by the *News* in the first quarter of 1935 is a record by all newspapers in the country.

It is the greatest The *News* would both r

Ne
I. A. KLE
2nd Street

Advertising GAINS

1935 Compared with 1st Quarter 1934

	TIMES
1935 1,550,365	
1934 1,508,708	
GAIN ... 41,657	

TOTAL

FREE PRESS

1935 1,971,121
1934 1,772,773
GAIN ... 198,348

TIMES

1935 2,834,493
1934 2,623,034
GAIN ... 211,459

All figures in lines as given by Media Records

Detroit Advertising Reflects Recovery

Advertising figures for the first quarter of 1935 reflect the recovery which Detroit has made. The Detroit News is presenting the record by all Detroit newspapers and in total. It is understandable that The Detroit News would make the greatest both retail and

total advertising. With at least 21,000 more circulation in the Detroit trading area than any other Detroit newspaper and with 76% of its city circulation home delivered, The News is the logical medium for any advertiser who wishes to reach the home purchasing agents. The News circulation is so distributed that the better the district, the better The News covers it.

The Detroit News

THE HOME NEWSPAPER

Chicago Representative
J. E. LUTZ, 180 No. Michigan

Chicago Representative
J. E. LUTZ, 180 No. Michigan

mostly the mere guesswork of the tester. He knew that he would have something to advertise if he could test a pencil in some scientific manner that would show prospective customers exactly what a pencil could do in specific terms—either in dollars-and-cents economy—or in the saving of time. Thus far no such tests had appeared in any pencil advertising.

Wasn't there some test, he asked Mr. Chesler, by which actually to measure what an Eagle Mikado pencil could do—in terms of feet, miles or inches or something equally downright specific?

Mr. Chesler thought—and said there was.

Out of his Edison days perhaps, came the idea of a machine—a revolving cylinder like the old-type phonograph record but greatly enlarged, on which a stick of lead from a Mikado pencil could trace a line around and around until it was worn to nothing—and the circumference of the cylinder multiplied by the number of lines traced around it would tell how long a line you could draw with one Mikado pencil.

The machine was built. The pencil was tested. The laboratory computed its figures. The advertising man translated them into advertising terms. From then on consumers were told, specifically and dramatically, that when they bought a Mikado pencil, they were getting "Thirty-five miles for a nickel."

In the laboratory had been born a specific proven fact and in the advertising department this fact had been dramatized into a slogan that was convincing—and understandable to a customer. The slogan was made the basis of an advertisement. The advertisement clicked.

Nor does the story stop here. It really begins. For having found one test so successful, the advertising department came back once more to Mr. Chesler and shot another question: "How can we prove by actual test that Mikado pencils have stronger points than other pencils—that they will stand more writing pressure?"



In the laboratory—testing the pressure at which pencil points break

In other words, having proved to its satisfaction that in the matter of "mileage" the Mikado lead was superior, why not go on to the other performance qualities of a pencil and test them with accurate devices so that finally a pencil could be constructed that would give the company a very large margin over competitive products?

At this point a truism about advertising in general intrudes—namely: *Advertising is not only the work of putting a product's best qualities before the public, but through its very search for advertising and selling points it can—and often does—hasten and inspire bigger and better improvements in a product—to the ultimate benefit of the customer.*

A specific illustration of this truth—and some of advertising's hecklers should ponder it—is contained in the next step of this chronicle.

A point pressure machine was developed similar to a weighing scale in which pressure could be exerted on the point of a pencil at a uniform writing angle and the pressure at the instant of breakage could be read from the dial. The first comparisons made against competitive pencils showed a superiority for the Mikado but not enough to advertise convincingly. Something must first be done to improve the product.

And so the technician set to work

on this new problem. What he did was a bit technical—but it's brief:

The pressure at which a pencil point breaks involves one of the oldest problems of the industry. In order to reduce writing friction to a minimum, the leads used in top grade pencils are boiled for many hours in a special compound of rare waxes until every microscopic particle of the graphite and clay has a film of this lubricant to glide on. The problem has been to glue these waxed leads solidly into their wooden shafts. When the lead is not firmly fixed to the wood, pressure on the point of the pencil spreads the wood apart, robs the lead of its support and there is frequent breakage in writing and in sharpening.

Working on this problem, the company's research resulted in the development of two processes. One process makes it possible to chemically deposit on waxed lead a surface coating of inert material to which a strong glue adheres perfectly and welds the lead and wood into one inseparable, mutually supporting unit.

The other process makes it possible to impregnate the core of the wood shaft with a resinous binder which locks its fibers into a tough, non-splitting sheath for the lead, adding still more strength to the pencil structure.

The result of the discovery of these two methods was the introduction by the company of "Chemi-Sealed" Mikado pencils—for which the company claims a 34 per cent greater point strength than that of the strongest competitive make. This claim is made with the certification of the New York Testing Laboratories, an impartial testing bureau, following 600 separate tests made on various 5-cent pencils.

These two methods have been patented by the Eagle company and naturally the new improved pencil can no longer be said to inspire the remark that Mr. Berwald made when he first was offered the opportunity to advertise the product—"Frankly, I don't see anything about a pencil that I could hope to advertise successfully."

As a result, in a recent full-page magazine advertisement, the company was able to get down to real brass argument with a headline, "Buy Pencils on Facts," featuring "Chemi-Sealed" Mikados and illustrating eight separate steps in the manufacture of a pencil, including, of course, the two latest methods that constitute the "Chemi-Sealed" process.

The work of the advertising department naturally begins where the laboratory leaves off. Armed with its new ammunition—specific proof of real improvements—the company's advertising and its salesmen are translating and dramatizing the virtues of the Mikado into terms that purchasing agents and the public can readily understand. Proof is now available that the longer wear, swifter smoothness and immunity to breakage of Mikado pencils, which prevent interruptions of the work and frequent trips to the pencil sharpener, are true economies that pay for the cost of the pencils themselves. An advertiser's need had prompted a definite benefit to the user of the product.

Result of Two Creative Talents Working Together

Nor does the story even end here—except in cold type. For what have been described are but detached parts of a larger and more important idea. That idea is this:

To every advertising manager's job there is of necessity a creative side. This is equally true of the work of the "technical" director, whether he be a white-smocked scientist behind an organ-like array of test tubes or just a darn good engineer. And a company's sales will be just so much farther ahead if these two creative talents—each in its own way—can establish some harmony of relationship.

Of course, in any smooth-running organization, such harmony does exist to some degree. When the factory, in the natural course of events, develops an improvement, the advertising manager considers it from his angle, and may make constructive suggestions before he indulges his instinctive urge

to blazon it before a waiting world. That's his job—part of his routine.

But we are speaking here of a harmony conceived on a somewhat higher plane than mere routine—one that is based on a purposeful collaboration which evolves useful results not in "the natural course of events," but because these two creative talents are working together to further a definite plan. Their aims are complementary rather than merely supplementary.

In such a relationship, an adver-

tising idea may be born in the factory or a "factory" idea may have its beginning in the advertising department—while the real truth will probably be that it sparked out of something that either the advertising manager or the technician said one day while they were hobnobbing together.

All of which leads to a question: "Have you a technician in your company?"—and some corollary counsel: "Look him up some time!"

Three Cheers; One Orchid

UNITED STATES BRANCH
THE LONDON ASSURANCE
NEW YORK

Editor of PRINTERS' INK:

Three cheers and an orchid for Spencer Vanderbilt!* May I some day have the pleasure of grasping his hand. Though I read Mr. Thompson's article** I must sadly admit my mental deficiency in not spotting its faults.

How bored we all get with reading that an advertising man's job is to sell goods or service! Yet how many of us there are who, when we buckle down to the job of writing copy, soar to rhetorically gorgeous word pictures meaning little to the gent with cash in his jeans and a sublimated yen for our product.

Would that I could reach back through the years, grasp the long

* "All Reading Is Voluntary," by Spencer Vanderbilt, *PRINTERS' INK*, April 18, 1935, page 49.

** "Voluntary Readership," by T. Harry Thompson, *PRINTERS' INK*, March 21, 1935, page 34.

white beard and rheumatic right arm of the Chief Executive who first invented "institutional" copy and twist sharply in opposite directions. And by "institutional" I mean just what he meant: copy that sets forth the advertised firm as a vast and kindly philanthropic organization that had devoted its talents to doing fine things for the world. True, we're addressing a parade but only one man at a time reads it, and if it sounds like "boloney" to him, it's ineffective.

One trouble is that we fiddle around too much with high-sounding ideas about emotional appeals. And tear our mind's heart out trying to attract the attention of a lot of folks who wouldn't be the least bit interested, thank you just the same. Instead of starting with a lot of generalities about the mass mind, let's devote our attention to finding out just what it is about what we have to sell that changes prospects to customers.

J. W. MASON,
Advertising Counsel.

Reo Sales Advancements

C. A. Triphagen, who has been sales manager of the Reo Motor Car Company, Lansing, Mich., for the last year, has been advanced to the position of general sales manager in complete charge of all sales operations. W. Ward Mohun, assistant sales manager, becomes sales manager in charge of the domestic division. C. E. Boutelle, who has been in charge of the Eastern division, becomes assistant sales manager of the domestic division.

Peruna to New Chicago Agency

Benson & Dall, Inc., is a new Chicago advertising agency with offices at 332 South Michigan Avenue.

L. H. Dall is president and Roland J. Dooley is vice-president. Mr. Dooley was recently an account executive with Heath-Seehoff, Inc., Chicago.

United Remedies, Inc., and Drug Trade Products have appointed Benson & Dall to handle the advertising for all their products, including Peruna and Senreco tooth paste.

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I've Got an Idea, But What Shall I Do with It?

This man harbors, not one idea, but two ideas, one considerably bigger than the other; and the big idea is concerned with how to materialize and protect the smaller one. Conceding that not all advertisers and not all advertising agencies are dishonest enough to appropriate without compensation, he poses the problem: What to do with the valuable, but unapplied, ideas that advertising men, now on the outside looking in, are carrying around with them? Are there any remarks?

By One of the Twelve Million

FOR many years I have been an "insider" in advertising. Today I'm an outsider. The grisly details can be omitted. I'm not on relief yet—but I would like to give relief to a few advertisers and agencies on several specific accounts for which I know I have practical and worth-while ideas. But where and how can I submit those ideas—and be sure of either consideration or compensation? How far can the honesty of either advertisers or agencies be trusted? And what chance is there that if these ideas are submitted they will ever reach the powers that be?

This is not a blanket indictment of either advertisers or agencies. Far from it. I've had one saddening experience along these lines, but one company's action is not going to make me condemn them all. But it has made me more than a bit wary about attempting to offer some ideas as good or even better to other advertisers. In all fairness there is another side of the picture to be considered. I've been on that side, too, so I know. To the desk of the advertising manager of every large concern there comes a daily deluge of so-called advertising ideas, 99.44 per cent totally useless, the contributions of advertising amateurs, cranks of one sort or another, and of those amiable half-wits who have always just heard that Joe Zilch was paid \$50,000 for a five-word

slogan for Stoopnagle & Budd's Patented Phoithbonders—but will be willing to take a mere thousand for the gem they are enclosing.

So what happens? The advertising manager develops a highly specialized defense against the irritation of these unsolicited suggestions and the potential menace of charges of plagiarism. In many cases they are returned with a form letter of thanks by a secretary. Sometimes the advertising manager slides out gracefully by transferring the onus to his agency with form letter 17-a stating that "the enclosed has been received from Mr. Amos Twosh and will you please give it your careful consideration? We have advised Mr. Twosh that this has been turned over to you for your comments and recommendation." And then the agency, naturally enough resenting this outside invasion of its preserves, proceeds to let Mr. Twosh down as gently but as firmly as the occasion demands.

Well, what about it? Under circumstances existing up to the past few years, there can be little doubt that the unsolicited suggestion received just as much attention as it deserved—besides wasting the time of several executives and a couple of stenographers. But today, throughout the length and breadth of the land, a different condition exists. Among the unemployed, there are hundreds of able and

practical advertising men; and there is hardly one of them who does not harbor some pet idea that would be of real value to some advertiser. Many of these ideas have been cherished for years, awaiting the time when opportunity to work on or solicit a particular account offered itself. Some of these ideas are of more recent origin, born of the present period of greater (if unpaid) leisure when these men have had more time to think, unhampered by the need of driving pencil or typewriter to meet a closing date. And how some of them would like to have to meet a closing date face to face again!

An Artist Can Usually Get a Hearing

But what can one of these men do with his ideas? An artist can call at an advertising agency and, usually, get a hearing, show his samples and outline his ideas. But suppose a copy writer walked into an agency handling the account of an importer or distributor of vermouth and said: "You're spending money for this vermouth advertiser in a way that tends to lessen vermouth sales rather than to increase them. Now here's what I mean. . . ."

What would happen? According to the Rollo books, the man with the idea would be ushered into the president's office and immediately be issued a contract that would assure an extra visitor at Palm Beach next winter. But according to the hard, cold facts of life, if he got beyond the receptionist it would only be to learn that "we have no openings at the present and we never consider outside ideas on copy." Mind you, our hero was not asking for a job, and he was offering a constructive idea. He knew full well that the agency probably had more men on its staff than it really needed. Despite scoffers within and without the gates, there still are agencies of that type. But those same agencies, while willing to go outside for most of their artwork, will shudder with horror at the thought of considering any copy idea germi-

nated outside of their own walls!

Well, the idea is still there—but what can the man do with it? Approach the advertiser direct and incur the enmity of the agency—not simply for the present moment but for all future time? Take the idea to another agency and propose that they solicit Ambrosio Vermouth on the strength of his brain child? If he does, what will he get out of it? Possibly a job—but a small job, because our imaginary vermouth advertiser is certainly not spending enough money to justify the employment of a copy man who is really in the higher income group despite eight years of depression and who would take the job only as a stop-gap until he spotted a better opening. Isn't there some better way by which a man can sell a good advertising thought than by disturbing relations between client and advertiser, and by causing several persons to be put in danger of losing jobs when an account switches?

Let's look at another angle for a moment—the ever-present and eternally discussed radio. Who is there better qualified at the present time to pass upon the merits and demerits of radio programs than the advertising man out of a job? For want of the where-withal to seek other forms of amusement, he spends hours listening to the radio—more often than not with his ears pricked to catch announcements of contests offering cash prizes.

Something That Would Be Interesting to Know

Some day, it might be fun to find out how many contest prizes go to advertising men at present "at liberty." Few of the first prizes seem to fall their way, but many of the minor awards have helped to keep the wolf from getting more than his head through the door.

But here's the point. An unemployed advertising man, listening hour after hour to the bursts of banality issuing from his loud speaker, cannot help but think of program ideas—and think of them from the standpoint of the listener.

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THIS was the height of style in July, 1919, when The New York Times stepped into first place in advertising volume among all New York newspapers. April of this year was the 190th consecutive month in which The Times has been advertisers' first choice in the nation's greatest market.

Leadership for a moment might be an accident. Leadership month after month and year after year can only be the reflection of the tested experience of advertisers.

The New York Times

Coupons . . . and Cash Registers

Naturally, we are proud of our returns record. For such diverse products as soap and typewriters, books and cosmetics, foods and insurance, THIS WEEK has demonstrated a pulling power which advertisers who have tested it say is extraordinary.

We are prouder still that THIS WEEK can carry through, that pages in this paper go beyond coupons to the ultimate tinkle of cash registers.

One company, selling direct, was so pleased with THIS WEEK'S cash business that a test

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit

UNITED NEWSPAPERS

NEW YORK: 420 Lexington Avenue

CHICAGO: 360 N. Michigan Avenue

DETROIT

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page has been expanded to a full schedule. Another, selling through dealers, goes so far as to give THIS WEEK "more than half the credit" for breaking company sales records in the month THIS WEEK carried the copy.*

Coupons, dimes, and direct returns are tangible evidence of advertising value. But after all, the proper end of dotted lines is not inquiries, but sales. THIS WEEK'S pages produce profits as well as coupons.

*Coupons point the way to sales, of course. This same manufacturer tells us that THIS WEEK outpulled one national weekly two-to-one, two other big nationals three-to-one.

THIS WEEK

A Powerful Sales Force in America's "A" Market

Detroit, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington

WAPERS MAGAZINE CORPORATION

DETROIT: ...ding

SAN FRANCISCO: 111 Sutter Street

LOS ANGELES: Lincoln Building

Reporting An INCREASE In CIRCULATION

For the Year Ending March 31,
1935, over the Previous Cor-
responding Period of

25,774 WEEKDAYS
or 13.6%

44,324 SUNDAYS
or 22.5%

The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1935

VERREE & CONKLIN, Inc., National Representatives

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become one of that great mass of "average listeners" he was wont to talk about so glibly sitting in his office or calling on a client. Now he's on the other side of the transmitter and he's being fed one "amateur hour" after another—from the networks and from the local stations. He knows that the vogue of the amateur hour is at an end. He knew it long before the radio experts began to suspect it—because he's Mr. Average Listener in person, and he's all fed up with the amateur amateurs and the professional "amateurs" who make up the bulk of these programs.

Now suppose out of his hours spent before the loud speaker, our unemployed advertising man gets an idea for a program that will have the novelty which the amateurs possessed in the early days of their present cycle. Let's say that this program is particularly suited to the present facilities of one of the great broadcasting chains—and the whole idea is so simple that it can be set forth in a hundred words or less. What can be done with that idea? Donate it to the chain? Offer it to some advertising agency that is rumored to be seeking a new program for a client? In either case, what is there in it for the man who, out of a wealth of advertising and radio experience, has fathered this brain child, and because of its very simplicity knows that there is little chance of protecting it and profiting from it if the slightest suggestion of how this program can be staged is allowed to escape before some arrangement for compensation is assured?

What's all this leading up to? Simply this. **PRINTERS' INK** has maintained for some years a department for the registration of

slogans in order to provide a means by which advertisers can be assured of some measure of protection through establishing priority of use. Isn't it a pity that some clearing-house for ideas cannot be established so that some measure of protection could be provided for the advertising man with an idea to sell but with no desire to come between the client and the agency that is at present handling the account?

Of course, the proposal borders on the Utopian and there are countless good reasons why it is utterly impractical for **PRINTERS' INK** to be burdened with the bother and expense of maintaining such a service.

But that's the thought behind this rather disjointed dissertation. Why cannot some method be devised by which today's very considerable army of unemployed idea and copy men can offer their wares as free lance artists do—with some prospect of fair compensation for their efforts when accepted for use and some measure of protection against having their ideas appropriated either in whole or in part?

How can it be done? Frankly, I don't know the answer. Probably under the existing system of advertising relations, there is no answer. But it seems to me that in the present situation, advertising has a marketing problem of its own that deserves some serious thought and attention. But don't tell me that the solution is to be found in the old copy book maxim that if a man has one worth-while idea a job will seek him out. The woods are full of advertising men with good ideas today. They have to stay in the woods because no store is yet ready to barter clothes for ideas—and the laws against the Nudists are still being enforced.

+ + +

Schering Plans Campaign

The Schering Corporation, Bloomfield, N. J., pharmaceuticals, is planning to use trade and consumer advertising on its laxative, Saraka. Plans will be formulated after a market study has been completed. Marschalk and Pratt, Inc., New York, has been appointed to direct the merchandising and advertising.

Montgomery Ward Elects

C. W. Harris and Howard W. Jordan have been elected vice-presidents of Montgomery Ward & Company, Chicago. Mr. Harris is in charge of mail-order operations and Mr. Jordan is head of the heavy goods division. C. B. Fullerton has been elected assistant secretary of the company.

Home Advertising Grows

Business Papers Share Largely in Increased Advertising Program Caused by Modernization

*Printers' Ink Bureau,
Washington, D. C.*

THE business-paper press of the country is now running enough advertising featuring the modernization program of the Federal Housing Administration to justify comment.

Periodicals carrying modernization advertising numbered thirty-four in December, when the FHA began counting advertising pages and found they totaled seventy-six and one-half. In January forty-two magazines had 112 pages. In February fifty-eight magazines carried 170 pages of modernization advertising. The increase has continued in March and April, but the exact figures are not available.

Building materials advertising accounted for more than 50 per cent of the advertising until February, when advertising of appliances took a leap forward, reducing the ratio of building material advertising to the whole.

Newspaper advertising featuring modernization made new records the last few weeks, due partly to the intensive campaign program now being carried on in co-operation with materials and home equipment manufacturers, and due partly to the arrival of spring, when it is natural for people to repair their homes. Up to April 12, 29,000,000 lines of advertising had been reported.

More indicative of added interest on the part of daily newspaper advertising managers is the fact that on April 1 there were 1,401 dailies, out of the 1,982 dailies in the United States, co-operating in the program, an increase from the 1,221 reported on March 1 greater than that of the three previous months.

Special sections devoted exclusively to the FHA modernization program are one of the best rev-

enue producers of the daily newspapers. Up to April 12 Media Records had measured the lineage in 5,210 such sections, featured by 1,496 individual newspapers. The record shows such sections are worth repeating.

Mat service provided by the Federal Government for modernization promotion is essentially a new deal for newspapers. There were 1,243 newspapers which had requested the last series of mats, and 16,763 individual mat services have been provided newspapers by the FHA to date.

California Leads in Home Repair Activities

The picture of newspaper co-operation throughout the country contains a few surprises. Los Angeles, San Diego and Oakland are one, two and three in modernization advertising lineage carried during February, putting California far in the lead in home repair activities. But California is third in the State list of average lineage per daily for the month, Vermont coming first with 6,579 and Idaho second with 6,185. The figures do not always reflect the volume of local building activities. They reflect, rather, the ability of the advertising department to sell space.

Russian, Spanish, Hungarian, Japanese and Polish newspapers in the United States have carried advertising featuring the Federal Housing Administration program.

Administrator Moffett has asked the President to let him quit. He wants to take his yacht to the Orient. He wants to get away from housing for a while. He thinks that the FHA has been given a good start, with \$55,000,000 modernization loans to date and insured mortgages on new homes being approved at the rate of \$200,000 a day.

**THE
SUN
in M
Dail**

In BALTIMORE--

CITY RECEIPTS MAY SURPASS 1934'S RECORD

---THE SUN
Apr. 10, 1935

38 Per Cent. Of Budget's
Requirement On Hand
In First Quarter

RATIO MORE THAN
THAT LAST YEAR

Young Gives Compari-
sons In Reporting Collec-
tions For Three Months

With 38.04 per cent. of the 1935 budget-
ary requirement in hand at the end of
the first quarter of the year, city offi-
cials are looking forward to the pos-
sibility of breaking the 1934 collection
record of the Bureau of Receipts.

At the close of the first quarter of
last year the bureau had taken in 33.48
per cent. of the city's 1934 budgetary
requirement. At the end of the year
there was a surplus of \$2,393,893, the
major portion of which represented an
increase in collections over estimates.

The possibility of breaking last year's
record appeared yesterday afternoon
when Thomas G. Young, City Col-
lector, issued a report covering collec-
tions for January, February and March
and comparing them with figures for
the corresponding months of 1934.

Mr. Young drew special attention to
the fact that the percentage of the
budgetary requirement on hand April
1 of this year was 4.56 more than the

**THE
SUNPAPERS
in March:
Daily (M & E)
277,880**

A Gain of 6,729
Over Mar., 1934

How Advertising Has Served Public Good

It is fitting that in its fiftieth anniversary issue, just published, *Good Housekeeping* should have an article about advertising. Here is a magazine whose splendid service to American women has been made possible by advertisers. It is also fitting that the article, parts of which are printed here with permission of the publishers of *Good Housekeeping*, should be an able discussion of advertising's economic and social values.

By James W. Young

Professor of Advertising, School of Business, University of Chicago

AN intelligent woman of my acquaintance recently noted in the daily papers a statement that over one million dollars had been spent in one year to advertise a popular brand of soap.

"How can such sums for advertising possibly be justified?" she asked with some heat. "I am sure I must have to pay more than I should for household products because of these expenditures. Isn't all this advertising just a great social waste?"

In the last few years advertising institutions have been increasingly questioned in this and other ways. Women have said to me that many advertisements impress them as making statements which seem grossly exaggerated, and others seem in such bad taste that they do not like to have them come into their homes. Also, I meet more and more women who have read or had repeated to them even more serious indictments of advertising. They have the impression that much evidence has been compiled to show that advertising is used to mislead the public, to foist worthless and even harmful articles on it, or to secure a price for articles out of all proportion to their real value.

This fiftieth anniversary number of *Good Housekeeping* seems a good time and place to discuss such questions, because practically the

whole development of modern advertising parallels the development of this magazine.

The mere continuance of a social institution over a long period of time is no positive proof of its goodness. But when long life is accompanied by evidence of an increasing vitality in the institution, a modest man strongly suspects that history will reveal an authentic reason for its existence. Especially is this true in the field of business, where every practice and every institution is daily exposed to "the bloodless verdict of the market place."

The point worth noting in the earliest use of publication advertising is that this advertising was news. It was published primarily for a commercial purpose, at the cost of the advertiser, and with the hope of increasing his business. But it was, nevertheless, news—news of a kind which has been of interest to humanity in all ages and places: news of things for sale. This use of advertising as a means of disseminating commercial news has remained its primary use, and the basic reason for its existence, down to the present day.

What is not so easily seen, perhaps, is that the sum total of such advertising performs an essential function in modern society. The reason why this is so was clearly expressed as long ago as 1870. In

IN Washington (D. C.) the selection of the essential advertising medium is no problem. The local merchants, under every classification, give THE STAR—Evening and Sunday—the vastly greater proportion of the lineage they use. In fact, almost equalling the combined lineage appearing in the four other Washington newspapers, day after day; while frequently THE STAR CARRIES MORE LINEAGE THAN ALL FOUR OF THE OTHER NEWSPAPERS COMBINED.

Of course, there is a reason—the QUANTITY and QUALITY of THE STAR's circulation, both Evening and Sunday—going as it does directly into the homes, not only in Washington City, but in the trading area that comprises the Washington Market—a radius of 25 miles into Maryland and Virginia.

The Star is outstandingly sufficient in this market as evidenced by the use made of its advertising columns by the local merchants—who certainly KNOW Washington and are in a position to measure DIRECT RESULTS ACCURATELY.

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.





THE MORTONS HAVE NEW

Outlets to life

I And it's only a little less popular. Take a family like the Mortons, for example. They're completely up on their current events. Which means they can be sold a great number

lation in town—more young families like the Mortons. In other words, more families that are conscious of the conveniences and comforts

Success in life

I And it's only a little less popular, take a family like the Mortons, for example. They're completely up on their current events. Which means they can be sold a great number of electrical appliances provided you, Mr. Merchant, tell the Mortons about your merchandise.

The circulation of the Chicago American provides the best market today for anything electrical. It is, first of all, the largest evening circulation in Chicago. Thus it permits you to tell your story, in the evening, to the largest number of husbands and wives together in

lation in town—more young families like the Mortons. In other words, more families that are conscious of the conveniences and comforts of modern electrical equipment.

To these young people, electrical appliances provide new outlets to life. You have something to sell that they want to buy. The big question is: whether they'll buy from you or your competition. Believe us, they'll most assuredly buy from your competition if they know it and don't know you. A word to the wise is—Advertise.



CHICAGO AMERICAN

... more Buying Power to you

NATIONAL REPRESENTATIVES:
Hearst International Advertising Service
Rodney E. Boone, General Manager

that year Walter Bagehot began the writing of his classic treatise on the London money market, called "Lombard Street." It is a book dealing wholly with the economic effects of financial policies, and has no direct mention of advertising in it. Yet it contains a statement which makes perfectly clear why the dissemination of commercial news is essential to our economic welfare. Bagehot said:

"Our current political economy does not sufficiently take account of time as an element in trade operations; but as soon as the division of labor has once established itself in a community, two principles at once begin to be important, of which time is the very essence. These are—

"First. That as goods are produced to be exchanged, it is good that they should be exchanged as quickly as possible.

"Secondly. That as every producer is mainly occupied in producing what others want, and not what he wants himself, it is desirable that he should always be able to find, without effort, without delay, and without uncertainty, others who want what he can produce."

This brings us back to the question about advertising expenditures quoted at the beginning of this article. The question as to how such large advertising expenditures as a million dollars a year may be justified can be viewed in two or three different ways.

Same Reasoning as Behind a Want Ad

Most women can see how an advertising expenditure is justified when a few dollars are spent for a want advertisement in a daily newspaper—to find a home, or a maid, or a lost dog. They expect that expenditure to save them time and energy in finding what they want. With this expenditure of a few dollars such a woman wants to convey the news of her need to a comparatively small number of people. But the soap manufacturer wants to convey his news to over a hundred million people, not once but many times, so his expenditure is larger. He makes the expendi-

ture, and it is justified as far as he is concerned, for the same reason that justifies the little want advertisement to the woman. By it he expects to save time and effort in the distribution and exchange of his goods.

No good business man continues to make these expenditures unless he finds it profitable to him to do so. If advertising does not facilitate the exchange of his goods, he ceases making any advertising expenditures. If one kind of advertising does it more cheaply than another, that is the kind he uses. From the advertiser's viewpoint, advertising always has to justify its cost to him.

The Customer's Place in the Picture

But how about you, his customer or prospective customer?

In your household probably several dollars a year are spent for dentifrices. Every time you buy a tube of toothpaste or a can of tooth powder here is what happens: Some of the money you spend is kept by the store to pay for the cost of giving you a convenient source of supply; some of it goes to a wholesaler, who maintains a convenient warehouse for your retailer; and the rest of what you spend goes back to the manufacturer. Out of the part of your money which the manufacturer gets must be paid the cost of his advertising. So it is really your money which pays for the advertising in the end. And it is true that if this advertising cost could be eliminated, you would probably get your dentifrice at a lower price.

These are facts which we do not particularly relish. It is a peculiarity of our human nature that we do not like to pay for the cost of being sold things, or of getting things distributed to us. We are always trying to escape such costs. So some merchants try to capitalize on this yearning we all have by telling us how they can sell more cheaply because they do no advertising. And some very clever publicists and politicians have made this appeal to us, too.

But the truth of the matter is not

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quite so simple as some of our friends would have us believe. You can, for example, find in any one of several books a satisfactory formula for making a dentifrice. And you can buy the necessary ingredients for something less than you pay for your favorite brand of toothpaste or powder. There is nothing to prevent your compounding your own dentifrice supply if you choose, and thus apparently escaping the cost of advertising.

But you cannot buy the ingredients so cheaply as would the manufacturer who bought them in large quantities. You have neither the technical skill nor the mechanical equipment which will enable you to compound as perfect a product as the manufactured one. You would have difficulty in getting as agreeable a flavor as you liked, and undoubtedly would go without as convenient a container. Also, you would have to add to the cost of your ingredients the labor cost of your own time. This, however, you wouldn't count until the family suddenly ran out of dentifrice some morning, and you were called from some other more enjoyable or pressing occupation to mix a new supply. In short, when you added together all your costs—ingredients, inconvenience, loss of time, and less satisfactory product—you would find that while you had escaped the cost of advertising, you had exchanged greater values for it.

Advertising Fake Products Does Not Pay

In advertising, there are various forces constantly at work to reduce and eliminate the misuses of it. The first is that, with rare exceptions, the advertising of fake products does not pay. It does not pay because practically no advertisement will sell enough of any product to make a profit for the advertiser unless the user of that product becomes a satisfied and regular customer.

When a new product is put on the market and advertised extensively, the money spent in advertising during the first year is usually not got back by the advertiser within that year. He spends his

money on advertising to make customers, just as he first spent money to make and equip a factory.

The process of making a customer through advertising may cost several dollars. That is, a given advertisement costing \$1,000 may persuade, say only 200 people to try the product. That would be a cost of \$5 to get a person to try, say, a 25-cent toothpaste. The only chance the advertiser has of getting his \$5 back is that the purchaser will like the toothpaste, that she will go on buying it, and that she will tell others about it and help make more customers for him.

Thus, if the product is a complete fake and if the customer does not get some sort of satisfaction from it, the advertiser eventually runs out of money, and his advertising disappears. In this way the stream of advertising purifies itself.

Continuous Advertising Means a Satisfactory Product

The reverse of this is that, when a product does satisfy its customers, the advertising succeeds financially and can be continued. Thus the mere fact that you see a product continuously advertised over a considerable period of time means that you can place confidence in that product. Such continuous advertising is in itself evidence that the product has pleased many of the people who tried it.

But of course there is always a new crop of fakers springing up, just as there is said to be a new crop of suckers. So those concerned with the welfare of the public and the welfare of advertising make various efforts to prevent the misuse of this means of communication. In twenty-five States there is a law which makes dishonest and fraudulent advertising punishable by fines and imprisonment. In many cities there are Better Business Bureaus constantly on the watch to expose and prosecute advertising crooks. And there is the Federal Pure Foods and Drug Act, now in process of being strengthened, which exacts penalties for the misuse of advertising in certain fields.

But advertising also contains



GAINING!

In the first 3 months of 1935, Business Week carried 34 more pages of paid advertising than in the corresponding period of 1934.

sults
adv

... thanks to

*the following companies that have joined
the fast-growing ranks of Business Week
advertisers since the first of the year:*

Acme Steel Co.

American Air Filter Co.

American Dist. Telegraph Co.

Campbell-Ewald Co.

Chicago & N. W. R. R.

Davey Tree Expert Co.

A. B. Dick Company

Frigidaire Corp.

General Motors Corp.

General Motors Truck Co.

General Plastics, Inc.

Great Southern Life Ins. Co.

Gulf Refining Co.

Holliston Mills

International Carbonic, Inc.

Kelvinator Corp.

Koppers Products Co.

La Salle Extension Univ.

National Surety Company

New York Trust Co.

Paterson Parchment Paper Co.

Reading Iron Co.

Republic Flow Meters Co.

Reynolds Metals Co.

H. H. Robertson Co.

Seiberling Rubber Co.

W. & J. Sloane

Socony-Vacuum Oil Co.

United Air Lines

Wellington, Sears & Co.

Addressograph-Multigraph Corp.

MUST BE GETTING AROUND THAT:

*Business Week advertising gets re-
sults because it delivers more executives per
advertising dollar than any other publication.*

BUSINESS WEEK

The Executives' Business Paper

330 WEST 42ND STREET, NEW YORK, N. Y.

other than strictly news elements, and accomplishes its purposes by other means.

Wherever in life an effort is made to get people into action, to get them to do things, allurements must be added to the news. It is the advertiser's observance of this fact of life which brings out the strongest accusations about his departure from the facts, and the loudest guffaws over truth in advertising.

But it is just possible that in observing it the advertiser has hold of a kind of truth which is not measurable in laboratories. This is, for example, that in an automobile we desire more than transportation. There may be in it for us what Edith Wharton called "the utility of the useless." Its line and color may delight us. Its very radiator cap may be to us a symbol of social status. Or we may just love the smart little look of it when the top is down and we are in it with a red hat on! So in a jar of face cream the advertiser may pack a dream of youth more priceless to some than the rarest unguents of the Orient. Or in a carton of breakfast food he may enclose an ambition to be another Babe Ruth, more satisfying to your boy than all its calories.

Here we come into the field of subjective satisfactions, in life and

in advertising. It is a field where one man's sweet is another man's acid. I am not conscious myself of securing any increased satisfaction from bathing with a soap used by a famous movie star. But it may well be that behind some 5-and-10-cent store counter is a girl who never heard of the subjective satisfaction to be gained from a Ph. D. degree, and that to her the movie star's soap brings a real thrill.

Here again, in this field of subjective values, as in the field of taste, advertising censorship needs to tread cautiously. To think that the appeal to subjective values can be removed from advertising is to think that such values themselves can be removed from life. But who among us is wise enough to have his own particular set of subjective values taken as a guide?

If the advertising censor needs to tread cautiously in this field of subjective values, so, too, does the advertiser himself. When he enters it, he goes beyond his responsibility as a manufacturer of a product, and assumes a responsibility as a manufacturer of public standards. We have a right to require of him that while, of necessity, he keeps one ear to the cash register, he keep the other open to that still, small voice—the public good.



Control of "The Nation" Sold

The Nation, New York, has been sold by Oswald Garrison Villard to The Nation Fund, Inc., a foundation established by Maurice Wertheim who, for eleven years, has been a member of the board of directors of *The Nation*. The Nation Fund, Inc., will be a non-profit-making corporation, established to insure the future of *The Nation* as a permanent institution. Directors will include Mr. Villard, Heywood Brown, Alvin Johnson, Freda Kirchway and Joseph Wood Krutch.

• • •

Gets Latex Advertising

The International Latex Corporation, Rochester, N. Y., rubber sundries, including Play-Tex pants and sheeting, has appointed the Hutchins Advertising Company, of that city, to handle its advertising.

New Frosted Food Sales Manager

George L. Mentley has succeeded I. S. Randall as sales manager, institutional division, Frosted Foods Sales Corporation, New York. Prior to joining General Foods in 1934, he was for eight years Eastern commercial sales manager of Curtiss-Wright. Before that he was assistant sales manager of the Jacob Dold Packing Company from 1919 to 1926. Mr. Randall, as previously reported, is now general sales manager of Continental Distilling Corporation, Philadelphia.

• • •

Has Metal Goods Account

The West Bend Aluminum Co., West Bend, Wis., has appointed Hoffman & York, Milwaukee agency to handle its advertising account. The company manufactures cooking utensils, giftware, and premium goods.

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Bill Donahue

Some Intimate Sketches of a Great Advertising Salesman and
a Master Teacher of Men

IN a telegram to PRINTERS' INK, Colonel Robert R. McCormick, editor and publisher of the Chicago *Tribune*, says:

Mr. Donahue's passing takes a friend and one for whom his associates on the *Tribune* had the highest esteem. His contributions to the *Tribune* were many and I am sure that the advertising business as a whole has lost one of its most notable figures and forces for advancement.

Mr. Donahue will be a tradition within the *Tribune* organization. We will miss his fine enthusiasm and constructive ability—those qualities which won such a host of friends for him and built such a splendid career in business—but he has left an impress on those who had the good fortune to work directly under him which will serve to perpetuate his memory.

In the concluding sentence of Colonel McCormick's tribute to William E. Donahue, whom ill health forced to resign as advertising manager of the *Tribune* a few weeks ago and who died last Sunday in Sacred Heart Sanitarium, Milwaukee, he expresses something in which Bill Donahue had his greatest pride.

Here was a master salesman of advertising—without a question one of the greatest of his time. His achievements in this one respect were sufficient to make him a traditional figure in the newspaper business and a source of inspiration for many a long year to come.

But it was in the training of men that he was truly great. And what more important contribution can a man make to his own organization, to the industry of which it is a part and to society as a whole?

Bill could hardly be any other way, his own background being what it was. (The writer of these lines refers to him as "Bill" here be-



cause Bill would want it that way; speaking out of the corner of his mouth, as was his custom sometimes, he once threatened this writer with bodily injury if he should ever, ever refer to him again as Mr. Donahue; so Bill it is here and Bill it always will be.)

A member of a hard-working West Side family in Chicago, Bill scarcely knew what it was to go to school. He finished a few grades in piecemeal fashion and then had to go to work. But his education started at the same time. For years he went to school at night in the Central Y. M. C. A. at Chicago—all the while working himself up gradually from the bottom of the *Tribune's* advertising department.

He read voraciously and probably took more punishment in the way of listening to speeches at advertising club meetings and other business gatherings than any three or four men would care to undergo. He always had his notebook along. He often knew more about the subject than did the speaker, but was never too proud to learn.

At almost any luncheon or dinner in Chicago where business sub-

TWO GREAT SHOWMEN

"Sell-Outs" Both!



W. C. FIELDS
Star of Paramount's
"MISSISSIPPI"



BARNEY
GOOGLE

Opening Day Crowds?

DEBECK

They Blast on Different Stages But Their Attraction the Same Universal

Opening Day Crowds?

JUST SAND-LOT SIZE

Compare any Record Breaking Crowd with THE COMIC WEEKLY AUDIENCE!

Imagine, if you can, all the baseball fans who'll crowd into the Yankee Stadium this season. And Comiskey Park. And Forbes Field. And all the other major league ball parks.... Add them all together, and then throw in the World's Series (only for good measure.... You still won't have as big an audience as is represented by the 5,500,000 families with more than 22,000,000 individuals that *The Comic Weekly* attracts every Sunday in the year!



Now 32 PAGES TABLOID SIZE!

The *Comic Weekly*, which is distributed with the 17 great Hearst Sunday newspapers, with 32 full pages of entertainment and advertising, is a greater value than ever, to the reader as well as to the advertiser.

They Play on Different Stages... But They Attract the Same Universal Audience... In the Same Record-Breaking Numbers... By the Same Fool-Proof Formula: **THEY BOTH ENTERTAIN!**

WHEN a W. C. Fields picture comes to town, the movie house owner dusts off his "S. R. O." sign. For this genial juggler of words, objects and facial expressions, is invariably a "sell-out", with his unique brand of entertainment.

Entertainment is the stock-in-trade of Barney Google of *The Comic Weekly*. But the difference is that Barney Google plays 52 weeks in the year to full houses in the homes of the more than 5,500,000 families who regularly read *The Comic Weekly*.

On the same stage with Barney Google, there is also Skippy, Pop-Eye, Jiggs and Maggie, the Katzenjammer, Tillie the Toiler, Toots and Casper, Flash Gordon, Mickey Mouse, and all the rest of Barney's colleagues. It takes an all-star cast, you know, and a full program of laughs, loves, tears and thrills, to attract and hold the world's largest and most attentive audience—22,000,000 strong—the regular readers of *The Comic Weekly*.

Let's translate this audience into advertising terms: *Young or Old?* Both! 68% of all men... 72% of all women... 99% of all juveniles read *The Comic Weekly*.

Where Are They? In the most fertile territories: The 995 "Key Cities" of 10,000 population and over, where the 17 great Hearst Sunday Newspapers circulate, and where 70% of all retail buying is done.

What Do They Buy? Everything the American Family buys—from typewriters to tooth-pastes, from food products to shoes and automobiles. Ask the advertisers!

What Does It Cost? \$10,000 per inside page—\$12,000 for the back cover—\$22,000 for the center spread. Less—by any yardstick—as low as 14¢ per family.

These are strong claims, but we're ready to prove them to you with actual case histories. Write or phone today: *The Comic Weekly*, 959—8th Ave. (Columbus 5-2642) New York; Palmolive Bldg. (Superior 6820) Chicago.

THE COMIC WEEKLY

Everybody Reads The Comics

959 Eighth Avenue, New York City

Palmolive Building, Chicago

jects were being discussed you could see at least one table of *Tribune* men conducted there in person by Bill Donahue. This was never a mere gesture made to please somebody, but was done as a part of the general plan of education for him and his men.

Thus it is easy to see why the *Tribune* system of training advertising salesmen—a system with which he had much to do in originating and executing—meant so much to him. It was Bill's idea to catch them young (the writer is quoting indirectly from him now), make them stand behind the counter taking in want ads and then gradually push them out into more important duties as they responded to their training and experience. Their "education" was carefully supervised. Bill was an exacting taskmaster in this respect. And why shouldn't he be, since he gave of himself with the utmost lavishness in order that others might not only get the benefit of what he knew but learn how to expand their own capabilities and go along under their own power?

And he was more exacting in his own education than in theirs. Even when he had advanced far up in the *Tribune* advertising department he concluded that he must take a law course. Without telling his business associates about it, he entered the John Marshall Law School, studying at night—finishing all the work in a year's less time than was ordinarily required.

One Sunday morning the *Tribune* staff was having one of its famous outings. Bill and some others were sitting under a tree reading that morning's paper. In it was a list of names of those who had just passed the examination for admission to the Illinois Bar. Bill's name was there and the announcement was one of the high spots of the occasion.

This was the first his associates knew about his being a lawyer and this was about all he ever said

about it to them. In later years when friends visited his home, he would take keen satisfaction in showing them his certificate of membership in the Bar and a picture of himself in cap and gown. He would slyly remark that if he ever became a big shot, he was going to know as much as the other big shots.

Bill Donahue was naturally a great believer in salesmanship. But he thought that nothing should be sold to anyone unless it should benefit him. But if the salesman could be sure it would help the buyer, then the more artfully the proposition was interpreted, the greater was the contribution made by the salesman. He was widely known as "Full Page Donahue" and later as "Double Truck Donahue" because of his contributions to the *Tribune*. But his own greatest satisfaction was in his honest belief that he was building business and profits for his customers and friends.

As a salesman, knowledge of the facts of the whole merchandising picture was an important adjunct of his equipment. His "five-foot rule of advertising," developed early in his career, was and is a famous fundamental of the advertising business. It consisted of these questions: Is the medium right? Is the time right? Is the copy right? Is the merchandise right? Is the management right?

Characteristic of his genius along this line was a statement he once made before one of the famous morning meetings of the *Tribune* advertising department. He said:

"If you accept an advertisement when you know that the merchandise is not right, you are committing a murder. Your advertiser will die."

His funeral was held yesterday (Wednesday) in Chicago—the town of his birth and of which he was proud, almost as he was proud of the *Tribune*. He was 51 years old.

Joins Brooke, Smith & French

Mary I. Meighan, formerly space buyer of Husband & Thomas, has joined the New York office of Brooke, Smith & French in a similar capacity.

Mayo Leaves Crowell

Alfred D. Mayo has resigned as secretary of the Crowell Publishing Company, New York. He had been associated with the company for many years.

Combination Package

Introductory Trial Unit Proves a Highly Effective Sales Stimulant
for O-Cedar

A LITTLE over a year ago the O-Cedar Corporation brought out a combination package unit of O-Cedar Furniture Cream which consisted of a regular size bottle and a small trial bottle, the former returnable for the full purchase price if, after using the contents of the small bottle, the customer was not completely satisfied. So effective a sales stimulant has the idea proved that it is not only being continued indefinitely on the Furniture Cream but a similar offer on O-Cedar Self-Polishing Wax was introduced to the trade last week.

At the time this trial offer was first initiated, O-Cedar Furniture Cream was a relatively new product, having made its debut early in 1933. Sales got under way at a rather good pace. In a very short while after the combination package came out, according to John Chaffe, advertising manager of the company, the rate of movement trebled. The product has come to be a strong leader in the O-Cedar line.

The combination unit retails at 50 cents, the regular established price for the ten-ounce "utility" size bottle which is included in it. The trial bottle, attached to the larger one by a paper band which carries the details of the offer, holds two and one-half ounces and is an exact miniature of the regular package in form and label. The dealer's profit is in no way affected. He pays the same price for the combination package as he formerly did for the utility size alone.

The new offer features a quart size can of the wax. The trial can contains three ounces. The whole sells for the usual price of the quart alone—85 cents.

O-Cedar's experience has brought out that a combination offer of this kind possesses four clearly defined

merchandising advantages. They are:

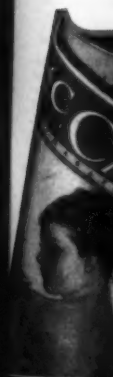
1. The housewife's sales resistance to making an initial purchase is lessened. Says Mr. Chaffe: "Throughout the twenty-seven years that O-Cedar products have been on the market, they have always been sold on an absolute money-back guarantee. However, this is not as positive an inducement for a trial as it might be. Although the customer may know very well that such a guarantee exists, she also knows that the return will involve a certain amount of bother. There is also a potential element of embarrassment, since she must make out a case for her action in bringing the product back. The combination package plainly eliminates all that. The terms of the



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McCALL'S

BLE WON'T SELL STOCKINGS

THE GENTLE ART of making your product exciting to women is a simple thing, once understood.

Alone, by itself, the finest product remains merely a piece of merchandise. But combine it with *related* products, make it tell a story, and you start the imagination working, creating a buying mood where none before existed.

Department stores are old hands at ensemble selling. It works. Are stockings to be shown? Make them part of a spring wardrobe display. Silverware? Capture her fancy with a table setting that shows china, glassware, linen. But stockings and silverware at the same time? Absurd.

Unfortunately, most magazines forget this obvious truth. The editorial articles work to build one emotion while the advertiser works to *change* the reader's thoughts to his product. Most magazine articles become the advertiser's rival instead of his ally. As in department stores, the remedy is simple.

By sorting its contents into three magazines, McCall's uses style and beauty articles to make style and beauty advertising more profitable. Homemaking editorial matter makes food advertising more profitable. Fiction and news articles in

McCall's put the reader in the mood to respond to romantic appeals and pleasure merchandise.

Your advertising in McCall's is correctly timed to match her mood.

It is easier to take advantage of her desires than to try to change them.



WANAMAKER'S OUGHT TO GET A PRIZE for this gigantic ensemble display. It's a whole house, completely set up in the store. Steel framed, pre-fabricated, air conditioned, designed to be sold as a unit complete even to a built-in radio and a two days' food supply! No *one single* product in this "Motorhome" explains why thousands of people trooped in to see this ready-made house. It is the combination of related products that excites the shopper's imagination. This same principle is used in McCall's Magazine. Your advertising in McCall's, because it is combined with articles of similar interest, results in more intensive buying activity.



McCall's **STYLE & BEAUTY**

BEAUTY AIDS • COSMETICS • PERFUMES
HOSIERY • UNDERWEAR • CLOTHES

McCall's **HOMEMAKING**

FOOD • DRUGS • ELECTRICAL EQUIPMENT
CHILDREN'S NEEDS • HOUSEFURNISHINGS

McCall's **FICTION & NEWS**

TRAVEL • CIGARETTES • CAMERAS
AUTOMOBILES • BOOKS • INSURANCE

McCALL'S THREE MAGAZINES IN ONE

offer printed on the binding band make it entirely clear that if the contents of the trial container are not satisfactory, the return of her money involves no question whatever. We do suggest, for the guidance of our product research department, the retail salesperson try to find out the objection—but not until the money has been refunded."

2. The special appearance of the double package, with its prominent display of the term "Free Trial," attracts the interest of store traffic. Definite evidence of this has been noted, especially in department stores.

3. The combination presents an extra merchandise value in a graphic way. The added container gives tangible visual evidence of the fact that the customer is going to get more for her money than usual. O-Cedar's practice of displaying the retail price prominently

on its packages contributes to this impression.

4. Dealers have evidenced a decided willingness to display a package of this kind. They seem to like to put it out on the counter, instead of stowing it away in the relative obscurity of the shelves. In the case of the Furniture Cream a special display card is supplied to dealers. The Self-Polishing Wax unit, however, is of sufficient size to be in itself adequate as a display piece.

In all the time that the first combination package has been on the market, only six instances of returns have come to the company's attention. In such cases the company protects the dealer from any loss by providing him on request with additional free trial units and binding bands free of charge. Thus he can put the returned product back into stock as a combination unit.



Succeeds Saylor as President of Canada Dry

R. W. Moore, vice-president in charge of operations, has been elected president of Canada Dry Ginger Ale, Inc., New York, to succeed F. D. Saylor, who becomes chairman of the board. Wilbur Collins, general sales manager, has been made vice-president in charge of sales and advertising and William Williams, secretary. By-laws of the company have been amended to make the chairman of the board the chief executive officer and the president the chief operating officer. Mr. Saylor, it is stated, expects to continue directing the policies and supervising sales and advertising plans.

Glenn H. Eddy Joins Hagan

Glenn H. Eddy has joined the Hagan Corporation, Pittsburgh, where he will be engaged in advertising and sales promotion work on Calgon water softening products and combustion control equipment. For the last ten years he has been with the Ohio Brass Company, Mansfield, Ohio, as manager of advertising and sales promotion. Previously he was with the Link-Belt Company of Chicago in charge of direct-mail advertising.

Cow Tax for Advertising

A bill has been introduced in Wisconsin to tax dairy cows 25 cents per head in order to raise a half million dollars to be spent in advertising Wisconsin dairy products. The fund would be handled by the State Commissioners of Agriculture.

Evarts C. Stevens Heads International Silver

Evarts C. Stevens, vice-president of the company since 1929, has been elected president of the International Silver Company, Meriden, Conn.

Other new officers are: Roy C. Wilcox, secretary, executive vice-president; Craig D. Munson, vice-president; William H. Race and Alpeck L. Zeitung, directors. Horace C. Wilcox was made a member of the executive board.

Mr. Stevens, the new president, has spent his entire business life in the silverware business. Both his father and grandfather were in similar lines before him.

Spokane Papers Name Woodward

John B. Woodward, Inc., publishers' representative, has been appointed national advertising representative throughout the United States for the Spokane, Wash., *Spokesman-Review*, mornings and Sunday, and the Spokane *Daily Chronicle*, evenings. Associated Newspaper Color, Inc., is the color representative for the Sunday *Spokesman-Review* magazine and comic sections.

Jennings Has New Duties

B. D. Jennings, chairman of the advertising committee of the Agfa Ansco Corporation, Binghamton, N. Y., in addition, has taken over direction of sales of amateur cameras and films. This appointment follows the resignation of Charles R. O'Malley who is now Western manager of *Drug Topics*.

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I See Where . . .

IOWA Legislature approves chain-store tax bill. . . . NIRB outlines new definition of open-price filing. . . . House passes resolution to investigate American Retail Federation, charging it is "super lobby," while many retail organizations, including druggists and grocers, refuse to join organization. . . . President approves amendments to codes of distilled products industry, distilled spirits rectifying industry, alcoholic beverages importing industry, alcoholic beverage wholesale industry, and wine industry, prohibiting members of those industries from paying trade buyers for advertising and distribution service. . . .

Federal Trade Commission issues complaint against Yardley & Co., Ltd., charging re-sale price maintenance. . . . FERA states one-sixth of country's population depends on Government for food and clothing. . . . Allied Retailers' Associations, comprising "300,000 independent retailers in New York State," urges Governor Lehman to approve New York's Feld-Crawford re-sale price maintenance bill. . . . Code authorities for cigar manufacturing industry, wholesale tobacco trade, and retail tobacco trade, propose amendment to their codes revising cigar merchandising plan. . . .

United Press poll of Senate April 24 shows 64 Senators favoring NRA extension, 23 opposed, 8 absent. . . . Canadian Radio Broadcasting Commission bans spot advertising on Sundays after May 5. . . . New York Governor Lehman signs bill on manufacture and labeling of drugs or medicines. . . . Standards Counsel of American Standards Association will form committee of consumers to assist in writing standards for "over-the-counter" goods, according to *New York Times*. . . .

Dominion Bureau of Statistics reports chain-store organizations did 18.5 per cent of 1933 retail business in Canada, compared with 17.7 per cent in 1930. . . . Just to keep the record straight, the back field now is Frank C. Walker, Chief, Division of Application and Information; Harold L. Ickes, Chief, Works Allotment Division; and Harry L. Hopkins, Chief, Works Progress Division. . . .

Senate soon to get resolution asking for investigation of New Deal's press relations and publicity organization according to *New York Herald Tribune*. . . . Retail furniture dealers assembled in New York hear strong demand by presiding officer for advertising allowances from manufacturers. . . . NRA appoints three-man committee to survey boot and shoe industry. . . . Motion Picture Producers and Distributors of America viewing with alarm "injecting advertising films into entertainment programs," will conduct a study of the matter says *Motion Picture Herald*, adding that sponsored advertising reels are on increase. . . .

Questions and answers on State fair trade legislation and its operation, a growing trend, given in April 29 issue of *Drug Trade News*. . . . Renewed effort to pass legislation in Congress permitting States to apply sales taxes to commodities coming in from other States expected by

New York *Journal of Commerce*. . . In letter to Petroleum Administrator Ickes, Chairman Davis of Federal Trade Commission holds lease and agency agreements do not violate Federal anti-trust laws but question lease and license system. . . .

. . .

NRA proposes interpretation holding privately owned electrotyping and stereotyping plants to be under the code for electrotyping and stereotyping industry rather than basic graphic arts code with interpretation not to apply to private plants operated by newspaper or periodical publishers. . . . Retail department store management has outwitted recovery in terms of retail code with little if any re-employment effective but has been unable to outwit manufacturers' codes, according to Kenneth Dameron in *Harvard Business Review* for April. . . .

. . .

Employment increased 1.5 per cent from February to March and payrolls increased 2.5 per cent, according to Bureau of Labor Statistics. . . . Preliminary adjusted index of value of retail sales of new passenger automobiles 94.5 in March against 86.5 in February and 75.0 in January with sales for first three months of 1935 up 64 per cent over 1934 and 154 per cent over 1933, according to Department of Commerce. . . . Bureau of Labor wholesale price index for week ending April 20 highest since November, 1930, being 80.3 as compared with 79.9 previous week, 73.3 a year ago, and 60.4 two years ago. . . . Daily average sales of chain grocery stores for March up 1 per cent in dollar volume over March, 1934, and 12½ per cent over March, 1933, with sales about the same as for February. Sales for first three months 1935, 3½ per cent better than 1934, according to Bureau of Foreign and Domestic Commerce. . . .

. . .

Upward trend in business which characterized first quarter continued during April with no indication of immediate decline, says La Salle Extension University. . . . New York *Times'* weekly business index stands at a new low for the year of 84.0 for week ended April 20, against 85.4 in previous week and 84.6 corresponding week 1934. . . . *Review of Reviews* index of general business stationary at 66.8 on April 20 against same figure week ago and 65.5 April 21, 1934. . . . *Business Week* index 62.7 against same figure preceding week, 65.9 year ago, and 69.9 1930-34 average. . . . SEC announces dollar value of stock trading on 22 Exchanges \$2,000 million first quarter 1935 against \$2,205 million last quarter 1934 but bond total \$1,000 million this quarter against \$847 million last quarter 1934. . . . Congressional Intelligence Inc. poll shows 37 Senators favorable, 38 opposed to AAA amendments (S. 1807) with 20 uncertain.

G. M. S.

+ + +

Librarians to Meet

The annual conference of the Special Libraries Association, New York, will be held in Boston from June 11 to 14.

. . .

Joins Ferres Agency

Boyd Heaven has joined the Ferres Advertising Service, Hamilton, Ont., as account executive.

Has Gin Account

The Mount Rose Distilling Company, Trenton, N. J., has appointed The Clements Company, Philadelphia, to advertise Mount Rose Gin.

. . .

With Photo-Engraver

Leon E. Obus has joined the sales staff of the Commercial Photo-Engraving Company, Philadelphia.

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TABOO

Superlatives are taboo in this office, but what can a newspaper say when it has had the largest year's Sunday circulation gain ever enjoyed by any Northwest newspaper. The Sunday Journal is up forty thousand over a year ago . . . and holding it.

THE MINNEAPOLIS JOURNAL

O'Mara & Ormsbee, Inc., Representatives



**SERVE GOOD
IT GOES R**

TIME

The Weekly Newsmagazine



BRANDY IN THESE—
S OR EVEN BETTER.

Same thing with a good advertisement.
Put it into a magazine that is in itself alive,
vigorous, arresting—apparently the ad
borrows extra vigor from the environment.★

★ TIME'S environment builds for your ad an Intangible Plus . . . the air
of news, of alert interest all around the advertising.

...and **F**irst in Philadelphia in 1935

TOTAL DISPLAY ADVERTISING

First Three Months 1935

EVENING LEDGER	2,623,105
INQUIRER	2,156,894
BULLETIN	2,013,860
RECORD	2,008,192
NEWS	1,040,290



1935 marches on for the **EVENING LEDGER**! As it did in 1932, 1933 and 1934, the **EVENING LEDGER** leads all Philadelphia newspapers, including those published seven days, in Total Display advertising. Are *you* reaching the newspaper readers of Philadelphia who are spending money?

EVENING PUBLIC LEDGER

More news for readers more sales for advertisers

REPRESENTATIVES:

NEW YORK: Hugh Burke, 60 E. 42d Street
CHICAGO: John E. Lutz, 180 North Michigan Avenue

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Sales Tips for Dealers

Inexpensive Bulletin Feeds Retailers and Clerks Steady Stream of Helpful Merchandising Suggestions

THE PRINTERS' INK PUBLICATIONS
185 MADISON AVENUE
NEW YORK

Mr. F. W. McGrath, Vice-Pres.,
The Barton Corporation,
West Bend, Wis.
Dear Mr. McGrath:

A hardware dealer in New York State enthusiastically showed us your "Barton Business Booster." He said, "I should think the manufacturers who read PRINTERS' INK would be glad to see a story about that."

It occurred to us that the best way to get the story was to go directly to headquarters and that is why we are writing you. We would like to know how often these are issued, and how long the idea has been in existence.

What, for instance, prompted you to try this idea? What kind of material do you use? What do you feel is the essential "editorial" appeal of an advertising activity of this type?

How do you determine the kind of material that you include? What do you feel is the best type of editorial material for this publication? What reactions have you had?

We can assure you that this is a type of activity that many of our readers will be greatly interested in.

C. B. LARRABEE,
Managing Editor.

THE above letter is self-explanatory. Before quoting Mr. McGrath's reply, a description of the "Booster" is in order.

The "Booster" is a single sheet, letter-size bulletin, printed on one side, sent out at intervals to dealers handling the Barton electric washer. It has a business-like appearance, carrying as it does a simple headline and having no illustrations.

The content is varied. One "Booster" sent out recently was made up of four items; one telling what class of people are the best instalment pay, another pointing out the great opportunity for selling washing machines, based on wired home figures, another of two sentences telling about sales increases, and a final item suggesting that retail salesmen study the company's sales manual.

Some "Boosters" are devoted entirely to one subject. Others are split into three or four items. In recent issues the following subjects were discussed: Average retail prices of washers, suggestions for Barton window display, arrangement of machines and window cards, a point-by-point comparison with competing machines, notice of a premium change, information on Lovell wringers, a description of the patented water action in Barton Model L, the case of oiling Barton machines.

Here is Mr. McGrath's reply:

THE BARTON CORPORATION
WEST BEND, WISCONSIN

Dear Mr. Larrabee:

That the "Barton Business Booster" has served a valuable purpose in our organization is beyond question. In an organization of a different type, or greater scope, it is probable that some method of keeping dealers supplied with selling ideas, factual information and so forth, would be preferable and more practical than this simple sheet.

In our own case, we have found it very helpful. Our limitations in the amount of material which would be necessary to make up the usual house organs determined us to create this "Barton Business Booster" to enable us to present to the dealer, only one or two ideas at a time. The advantage of this

REACH THEM

ALL *at the same time*



is readily apparent, and is in conformance with good selling procedure. It is much easier for a dealer to assimilate one idea thoroughly than it is to assimilate several, and there is a much better possibility of the material being read than if presented in company with other items of more or less importance as contained in the usual house organ.

In considering this form of dealer contact we weighed the value of the usual house organ with definite dates of publication which must be maintained on schedule whether anything worth while was included in it or not. It seemed to us a much better plan to eliminate the chaff from the whole grain and say to the dealer just what we wanted to say in the most concise form possible. Further, the value of saying what you want to say just when you think of it, and when the information or material is most current, is much preferable to waiting for the scheduled release date of the usual house organ.

"Necessity is the mother of invention." This answers your question as to what prompted us to try this idea. With us as with many other small manufacturers, we did not possess sufficient material to fill the usual voluminous house organ. For that matter, I am frankly of the opinion that many house organs, even with much larger manufacturers, could be cut down, and thereby receive a more complete reading of the pertinent facts which the sales department is trying to impress.

Enclosed are samples selected at random showing "Boosters" which have gone out from time to time. You will notice that some of them are statistical and designed to give both our own salesmen as well as the dealer and his salesmen, a knowledge of the competitive factors pertaining to the merchandise they sell. For instance, showing the dealer the average retail price of washing machines throughout the entire industry, has a salutary effect in proving to the ultra price conscious dealer, that he may reasonably expect to obtain an aver-

Reach Them All at the Same Time

There is one sure way to sell. Cover all the men who influence buying decisions.

In most metal working plants all the key men read The Iron Age. It is the broad industry publication that keeps those in authority posted on production, design, processes, management and markets.

That's why The Iron Age is the first choice of Advertisers. It reaches the men who specify and buy.

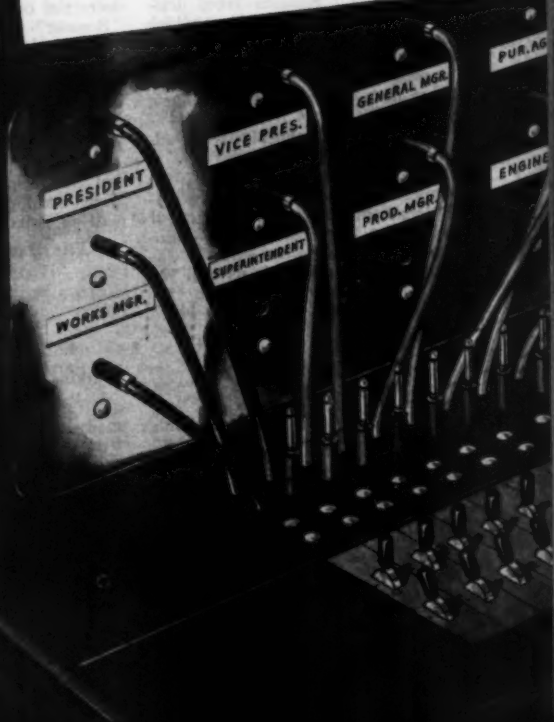
SEND FOR A SAMPLE COPY

It will give you a good idea of its editorial scope and the character of the advertising which it carries.

THE IRON AGE

A CHILTON PUBLICATION

239 West 39th St., New York City



age unit price several dollars higher than he is now getting.

In dispersing inspirational material, quality talks, and other things that we are anxious to impress on the dealer's mind, as well as information applicable and helpful to his entire business, we are assured that our "Boosters" will be read, and possibly filed away for frequent reference. You will note that these "Boosters" are used to convey to the dealer almost everything that we want to tell him in sales promotional ideas, service suggestions, competitive factors, or almost anything which at the moment occurs to us as being a good thing to tell him.

There are no definite dates for the mailing of the "Booster" although the average mailing is every week or ten days. We have been using it for three years, and find that it keeps the dealer pretty well informed. Although, as is customarily the case, we do not receive many comments from dealers, we do find that the ideas which we suggest are in many cases being followed, and we have substantial evidence that the suggestions in a satisfactory percentage, have taken root.

The editorial appeal of an advertising activity of this type is its helpfulness to the dealer, the dealer salesmen, and also the additional efficiency it affords in our own sales organization. By naming helpfulness as the editorial appeal, I do so on the basis that the most important thing with the dealer is himself. Anything which

can increase his fund of information to improve his business—regardless of the particular character of that information, has an appeal which will assure attention.

You will perceive by the foregoing, that we have no rule for the material used. We try to obtain current news which is of particular interest. Any interesting sales information gleaned from the experience of other dealers is good material. Any first-class selling plan which comes to our attention, or any selling point which we feel should be stressed to the ultimate benefit of the dealer, is included in these mailings.

In our organization, the value of this "Booster" is in its simplicity, its ability to present one thought at a time, its elasticity in enabling us to present that thought at the time when it will do the most good, and of course, in its economy.

A very recent analysis reveals worth-while results. Dealers who were not on the list to receive the "Booster" were compared with dealers who were. Uniformly, the volume, and steadiness of repeat business was better with these dealers who received the regular mailings.

As a consequence, the frequency of the mailings may be increased, but the original idea of confining each mailing to one copy theme will be strictly followed.

THE BARTON CORPORATION,
F. W. McGRATH,
Vice-President in Charge of Sales.

Death of John F. Young

John F. Young, business manager of the Spokane *Spokesman-Review* and *Chronicle* for more than a quarter of a century, died last week at Spokane, aged sixty-five. He had been president of the Pacific Northwest Newspaper Association since its organization in 1921, and was a member of the National Newspaper Code Authority. Mr. Young also was business manager of the Pacific Northwest Farm Trio.

Returns to Detroit Agency

H. H. Dobberteen, formerly assistant advertising manager of the Leonard Refrigerator Company, has again joined the media department of Brooke, Smith & French, Inc., Detroit agency.

Watkins to National Electrottype

L. R. Watkins has resigned as executive vice-president of the New York Employing Printers' Association, Inc., and code director for the commercial printing industry in the Greater New York territory to become vice-president of the National Electrottype Company, Inc., New York. Mr. Watkins formerly was president of the Newcomb Printing Company, Inc., New York.

Leypoldt with Centaur

John B. Leypoldt has joined The Centaur Company, New York, maker of Fletcher's Castoria and Z.B.T. baby powder, as assistant advertising manager. He formerly was with Young & Rubicam, Inc., New York.

Why Advertising Is Capital Investment

Advertising does not constitute an expense to be charged up to the cost of the product. It is a capital investment in establishing good-will. The profit of the business is the return on the invested capital. Mr. Wineburgh explains how he reached that conclusion after many years spent both in selling advertising and manufacturing a trade-marked product.

By A. Wineburgh

President, Carbona Products Company

MOST of the illogical attacks against advertising are based on the idea that advertising levies an unreasonable tax upon the consumer. Anyone who has made a study of current merchandising conditions knows how false this charge is in so many cases.

The nature of competitive business today, the experiences of the past, and the demands of both consumers and retailers have had the result that in many cases the advertised product represents a distinct saving to the consumer.

The charges against the high cost of advertising are based largely on a study of the past, I am firmly convinced.

A number of years ago trade-marked products, mostly patent medicines, were advertised and sold at a price that yielded a percentage of profit equaled today only in Utopian dreams. The manufacturers of these products were proclaiming that to restore the health of the nation with their medicine was more important than to rule it.

Because to me, as a salesman of advertising space, each advertiser was a prospect, I was in a position to get an intimate view of what was going on.

This is what went on in the mind of the manufacturer:

"My remedy fills a long-felt want. A half-pint or pint bottle, while costing less than 10 cents to manufacture, is worth \$1 to

those who need it. Advertising copy can be made so effective, even if the product is not, as to make the public believe it will remedy all physical ailments.

"It can be made so alluring that it will induce the public to buy it at \$1 a bottle, 33⅓ per cent of which goes to the retail druggist, 10 per cent with a 2 per cent cash discount to the jobber, 10 per cent for advertising—sometimes more—leaving on cost about 500 per cent profit to me as producer."

Newspaper advertising sold then for a fraction of its present price. Cheap posters on fences, telegraph poles and ash barrels were used. These involved only the expense of printing and the cost of paste, a bucket and a brush, and \$1 a day for a man to do the work. Even residences were pasted up if not watched, the bill posters working at night.

The individual drug store—there were no chains—was forced to sell the product because the public was made to demand it. The retailer soon realized that he was selling a product which he himself could manufacture for 10 per cent of the selling price of the advertised product. He could make it in comparatively small quantities, in his spare time between waiting on customers. With an eye on the large profit he could make, he sold his own brand, not at \$1, but at 75 cents. Instead of making 33 cents

as on the advertised brand, he made 65 cents on his own brand.

The retail druggist put up one article after another until his shelves were loaded. For advertising he used his window and counter display space. He soon found that the profits that had seemed so easy to get on paper, weren't to be obtained under actual selling conditions. The quantities which he manufactured, he found covered a year's supply. He could not offset the demand for the advertised articles. He lost interest in the large profit. The effort required to substitute was great. All of these factors ate into profits.

Staple Commodities Followed Suit

Patent medicines blazed the trail but soon the manufacturer of staple commodities followed suit. Advertising increased and, with increasing sales, fortunes were made.

A change was bound to come. New manufacturers gave larger packages with larger quantities at reduced prices. Retailers put up their own brands as in the case of the retail druggist with patent medicines. In the case of the patent medicines, the public was educated to get medical advice. The public found that syrups and colored pills were not prescriptions for all ills, nor was an advertised trade-mark on a commodity sufficient to satisfy the public.

Chain stores came into existence. They could put up 100 gross and yet this large quantity might be only a month's supply. Value and service and truthful advertising created a prestige and following. Competition, which modifies, regulates and establishes standards, was developing.

Now, looking back at what happened, I am going to outline the change that has taken place and show how advertising is doing a real job in the interest of the consuming public.

The advertiser of a trade-marked product who wishes to succeed, gives value to the consumer in price, quantity and quality. If he is to continue in business it must be with better value to the consumer, a fair profit to the retailer

and distributor, and only a reasonable profit to the manufacturer.

The up-to-date product must have real merit. In quantity it must give most for the money. The profit must be figured on quantity production, so that inferior substitutes or imitations cannot compete with it at a profit—competitors must offer products of quality and merit, and to make a profit they must obtain volume sales.

The new formula of the advertising of today means that a product put up in modern packaging and sold at 10 cents is about the size of the usual 25-cent package when advertising alone did the job, and this is possible only when the product has extensive national distribution, making it easily available to all consumers—this is likely to require a capital investment of \$1,000,000 or more in advertising.

The million-dollar advertising does not constitute an expense to be charged up to the cost of the product, but is a capital investment, an investment in establishing goodwill. The profit of the business is the return on the invested capital, part of which profit must in turn be "plowed back" from year to year, both to protect the goodwill created and to further appreciate the value of future investments.

How a Manufacturer Should Reason

The strength of a manufacturer who markets a product on this basis must arise from the fact that a single retailer or one with 100 or 1,000 stores cannot produce an equal product to sell at the same price unless the distribution is national.

The distributor, jobber and wholesaler, who supply the individual retailer and groups of retailers, such as co-ops and voluntary chains, must be adequately paid. They, too, must make a profit.

The wholly-owned chains of 100 to 20,000 stores buy direct, thus getting the additional profit that goes to the jobber and wholesaler. This yields them a profit that does not make it pay to become manufacturers of their own brands.

This is a sound basis upon which advertisers of today must figure

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A CROOKED T-SQUARE WON'T MARK PERFECT RIGHT ANGLES. NOR
CAN POOR PRINTING INTERPRET A MESSAGE WITHOUT DISTORTING
ITS FORCE AND MEANING. LET US SHOW YOU THE DIFFERENCE

ISAAC GOLDMANN CO., 80 LAFAYETTE STREET, N. Y.

FOUNDED EIGHTEEN HUNDRED AND SEVENTY SIX • TELEPHONE: WORTH 2-6080

ART. COPY. LAYOUT SERVICE • SINGLE AND MULTIPLE COPIES • PRESSING AND
PRINT WITH SPEED AT ANY TIME • NEW EQUIPMENT FOR LITHOGRAPHY AND ARTWORK

to displace the methods of the past.

The competition in the present method of advertising and distributing a product has given to the public the best values and the retailer and distributor more profit. Because of competition the public is being continually given more for its money, as a result of quantity production and distribution.

There are single instances in every line—unadvertised as well as advertised—that can be taken as the horrible examples. These furnish the basis on which many people are too free in condemning advertising as an industry, looking only for these horrible examples, many of them from the past.

I want to say that the story of advertised products and their evolution is no different from that of other lines, except that the advertised articles are those that are better known to the public. This is no reason why they should be pounced upon by self-elected "consumer friends."

As a crystallized program for the marketing of an advertised product, I am giving a formula, with questions and answers:

Q. Have I a product equal to or better in quality than any of its kind on the market?

A. The answer must be "Yes."

Q. Have I a product for which there is a market in which there is not yet an advertised leader? Or is there room for another, and can I compete?

A. Yes.

Q. Can I, through honest claims in advertising, create a distribution and sale on a sufficiently large scale to attain the lowest produc-

tion cost for such a product, even against the unadvertised competition?

A. Yes.

Q. Have I the money to invest in the promotion of it through advertising and distribution as a capital investment? Am I willing to keep at it for a period long enough to obtain the distribution and sales volume and then be satisfied with a nominal profit on my investment as a return for my efforts over a long period of years?

A. Yes.

I have considered this on the basis of a national proposition, but it can be applied to a locally advertised product as well.

The product, the quality, quantity and possible sales outlets, must all be figured, and the price at which the product is sold to the consumer, to the retailer, and to the wholesaler, must beat any possible competition in the price at which anyone can sell it except on the basis of maximum volume production costs. Then the advertiser will be building a business that will eliminate the vulnerability of products depending only on advertising demand.

I dare say that if there were any way of getting the figures, they would show there has been more money lost in advertised products than the total amount of profit of all the successfully advertised products now on the market.

I myself can recall many products with which I had something to do as a seller of advertising space, which would prove that what I am saying is correct. The products that have survived are known, but the failures are forgotten.

Heads New England Council

J. L. Lavin, of Lavin & Company, Boston, has been elected chairman of the New England Council of the American Association of Advertising Agencies. Vice-chairman is Ernest V. Alley, Richardson, Alley & Richards Company, and secretary-treasurer, George N. Merritt, Charles W. Hoyt Company. Council representative on the executive board of the Four A's is Henry B. Humphrey, H. B. Humphrey Company.

Heads Detroit Adcrafters

Gordon K. MacEdward has been elected president of the Adcraft Club of Detroit. J. J. Hartigan, vice-president, Campbell-Ewald Company, was elected first vice-president and William E. Anderman, general manager, Detroit Times, was elected second vice-president. L. Grant Hamilton, secretary-treasurer of Martin, Inc., was elected a director. Harold M. Hastings continues as secretary-manager.

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A, B, C Schedules for Large Newspaper Users

What is the philosophy behind A, B, C schedules in newspapers? This question was put before several space buyers and their answers are an illuminating discussion of the subject. Last week Max Hacker, space buyer, Pedlar & Ryan, Inc., explained his philosophy. In the following article Mr. Quick approaches the problem from a different angle.

By J. F. Quick

Mark O'Dea & Company

BEFORE discussing the basis for determining a varied schedule, I would like to say at the start, that the size of a newspaper campaign to appear in any city or town or in any paper, obviously has to be worked out in most cases on the specific job at hand, and that a cut-and-dried basis or formula that will apply to any great number of situations, just cannot be given.

Any discussion of the possibilities of using A, B and C schedules is to my mind limited to the larger advertisers of mass-sales products, whose distribution problems have long since been eliminated, and whose only basic advertising job is to reach the greatest number of prospects at the lowest possible cost, but at the greatest net profit to the advertisers involved. Essentially, this means that any discussion of A, B and C schedules on a general basis, can only be made with all other formulae for determining newspaper schedules eliminated.

One question that is often asked is why is an A schedule, which is being planned for A cities, automatically eliminated from smaller cities—many of which are centers of productive markets?

In the first place, it has never been my idea that an A schedule should be called a large city schedule. My reason for this is that the basic justification for A, B and C schedules is that they be used,

not in direct accordance with the size of the city, but primarily in accordance with advertising volume carried by the newspapers being considered. Those familiar with newspapers know that in any large city there is a great variation in the volume of advertising carried by the several newspapers. On this basis, an advertiser having A, B and C schedules might often run all three schedules in the same city. The reason, in my opinion, being that an advertisement is in competition with all other advertising appearing in the same publication and that the size of advertisements, like most other things, are relative.

What would be a large advertisement—proportionate to the total volume of advertising carried by one paper, might on the same basis be only a small advertisement in another, and so on. For this reason, the writer has always believed that A, B and C schedules should be laid out on a basis of A schedules for the newspapers carrying the largest volume of total advertising; B schedules for those with medium volume, and C schedules for those with small volume. In this way, appropriations can be stretched from 25 per cent to 40 per cent further and on a comparative basis, the advertiser is accomplishing the same results not only from each city or town, but also from each paper.

Some may think that an adver-

tiser is in error if an important newspaper in a city of 150,000, for example, is placed on the B schedule. I answer this with the same basic reasoning—that the importance of the newspaper, at least insofar as the advertiser should be concerned, is more or less in direct proportion to the volume of advertising it carries, as compared to other papers in both larger and smaller cities. With the formula above outlined, the schedule that should go to each city is mostly automatic after the groups of advertising volumes have been determined.

Also, many may believe that the important paper in a smaller city, while it has less circulation than an important paper in a larger city, has a lower rate and therefore it amounts to the same. Actually, except for isolated exceptions, this is not a fact—generally, the greater the circulation, the lower rate per thousand, and so if an advertiser were to place his A schedule in the largest paper in a major city, as well as the largest paper in a city half the size, this advertiser

would actually be paying more money per prospective reader in the smaller city than in the larger city. When advertisers take this fact into consideration, it must be evident that size of city should not be the determining factor on A, B and C schedules.

Also, if one attempted to work out A, B and C schedules on a basis of circulation of newspaper and rate, complicated situations would arise because of the fact that many vitally important newspapers from an advertising point of view, are not necessarily the largest in circulation, or the lowest in rate.

The thoughts outlined above are not those which are good only in theory; they work. The writer was involved in just such a situation for one of the largest newspaper advertisers. After making an analysis of hundreds of papers to determine the proportionate visibility of the various ad sizes, this policy was adopted. And the fact is that this advertiser is still following the same policy today—after eight years' experience with it.



Appoint Root-Mandabach

Advertising of the following companies is now being handled by the Root-Mandabach Advertising Agency, Chicago: Hospital Appliances, Inc., Pittsfield, Mass., Mercy Autopan Bed; United States Standard Products Company, Woodworth, Wis., biologicals; and Burrows Company, Chicago, hospital supplies.

* * *

Nu-Enamel Promotes Stephens

Sam A. Stephens, general sales manager of the Nu-Enamel Corporation, Chicago, has been made a vice-president. O. M. Norby, comptroller, has been appointed treasurer.

* * *

Now the National Can Company

The name of the Metal Package Corporation, New York, has been changed to the National Can Company, Inc. The change in name involves no change in management.

* * *

Orde with "Physical Culture"

Bertram L. Orde, formerly account executive with Cecil, Warwick & Cecil and the Blow Company, has joined the Eastern sales staff of *Physical Culture*, New York.

Named by Philadelphia Women

Mrs. Alice M. Rudy, of *The Country Gentleman*, has been appointed vice-president of the Philadelphia Club of Advertising Women to fill the unexpired term of Ruth Hogeland, resigned. Elizabeth V. Wilson, secretary-treasurer of the Wm. H. Hoedt Studios, Inc., has been appointed a director.

* * *

Cox Made Department Head

Sam Cox, of Tracy-Locke-Dawson, Inc., New York agency, has been placed in charge of its department of markets. He has specialized in research and plan work during much of his seventeen years in advertising.

* * *

New Wallpaper to Be Advertised

D. Schultz & Co., Philadelphia, wall-papers, have retained Philip Klein, Inc., agency of that city, to handle their advertising. A new washable wallpaper will be featured.

* * *

Elected by Gottschaldt-Humphrey

Mrs. Margaret Anderson Hay has been elected treasurer of Gottschaldt-Humphrey, Inc., Atlanta Agency. She will continue in charge of space buying.



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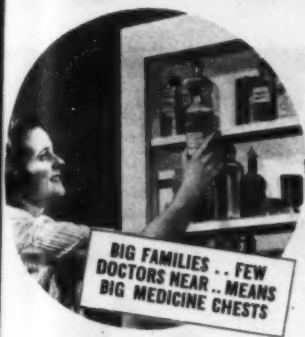
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**BIG FAMILIES . . FEW
DOCTORS NEAR . . MEANS
BIG MEDICINE CHESTS**



**MONEY TO SPEND, NOW.
FOR LOTIONS, POWDERS,
CREAMS . . ROUGES**

Are You Neglecting 1 MILLION OF THE BIGGEST DRUG STORE CUSTOMERS?

*. You Are . . Unless You Are in the ONE Magazine Written
For the 40% of America's Women Who Live in Rural Areas!*

DO you want to sell more through drug outlets this year? Then let The Farmer's Wife tell your story to farm women!

The average farm family's income, in spendable cash, has nearly doubled in two years. More money for luxuries—like cosmetics, for instance! Farm women are just as anxious to be attractive as city women. They use just as many beauty items.

More money for every type of drug product, too! Good season or bad, every farm woman has come to make more family drug purchases than the city woman. Accidents and sickness strike oftener. Families are bigger. And doctors are fewer and farther away.

There is actually but one women's publication written for and concentrated in the farm field! A score of women's magazines fight for town coverage, sending with rare exception, only a fringe of circulation to the farm. Only The Farmer's Wife deals specifically with the health, beauty and fashion problems of the farmer's wife and daughter. Only The Farmer's Wife sends nearly 90% to the real farm homes.

Call in the nearest Farmer's Wife representative today for details of the sales increases you can find in this rich farm field.



The FARMER'S WIFE

The Woman's Magazine with the Fastest Growing Reader Income!

405 Lexington Ave. New York, N. Y.

387 N. Michigan Ave. Chicago, Ill.

56 E. 10th St. St. Paul, Minn.

155 Montgomery St. San Francisco, Calif.



Within these walls

In Philadelphia, the humblest worker shares a privilege in common with the wealthiest man. At his threshold each may pause and reflect: "Within these walls are my possessions. Here all is mine!"

For Philadelphia is a city of private homes. Humble homes, modest homes, great mansions and vast estates.

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More single-family homes than there are in any other city in America; more than in all of New York City and Buffalo combined; more than in Chicago and St. Louis added together.

The desire for a private home is born and bred into Philadelphians through generations of home-loving people. It is a dominating force in their lives, an actuating motive in their working, saving, sacrificing.

And to the manufacturer with a home product to sell, this home instinct is a tremendous advantage.

You have an interested audience. Home dwellers are seeking always to add to the comfort and convenience of living. Home purchases come first in the budget of Philadelphia families.

These home people have built up a great home newspaper in Philadelphia through which you may reach nearly every family at one of the lowest costs in America.

The circulation of The Philadelphia Bulletin during 1934 was 511,647 daily. (1933 average—504,822.) It is all net paid, all the result of reading interest, all obtained without premium or contest. It is two and one-half times the circulation of any other Philadelphia evening newspaper and more than the morning newspapers combined.

During the last three years, more national advertising has appeared in The Bulletin than in any other six-day newspaper in America.

See your Advertising Agent for further information.

Copyright, 1935, Bulletin Company, City Hall Square, Philadelphia.
Robert McLean, President. Wm. L. McLean, Jr., Vice-Pres. and
Treas. Sales Offices: New York, Chicago, Detroit, San Francisco.

The Evening Bulletin

Selling by Postcard

Where an Inexpensive or In-Between Task Is Called For, This Little Device Does Big Job

By Don Gridley

AMONG the more neglected members of the direct-mail family is the postcard. To copy-writing gentlemen brought up on a raw diet of big, blatant broadsides the postcard is a pretty puny article of commerce. Yet during the last few years on its narrow shoulders it has carried efficiently some rather heavy burdens.

As a matter of fact, the postcard can adapt itself to almost any direct-mail task except that of knocking out the prospect's eye. Of course it can't do its job with so much detail nor can it pack a great deal of punch if there is necessity to show pictures or give quite a lot of reasons why. In its small way, however, it can be effective and is perhaps at its best as a between-meal whetter of appetites.

In upstate New York there is a hardware dealer who frequently lets me look over his accumulation of mail. From this mail I have been able to abstract various articles which have appeared in *PRINTERS' INK*. It was from this source that I collected recently a series of postcards. These are not the best the dealer has ever received—nor the worst. They represent the grist of a month's mail. For this reason it is striking the number of different tasks the postcard is called upon to perform.

Here, for instance, is a card from the Lisk Manufacturing Company, Ltd. Its purpose is to acknowledge an order. The acknowledgment, very properly, takes up only half the card. The other half is used to advertise a line of de luxe kitchen ware and there is even a picture of one of the pieces. Good strategy, that, to please the dealer with a prompt acknowledgment and at the same time give him an ad-

vertising message when he is feeling in good humor.

From A. Richards Hagy & Company the dealer receives a postcard which says, "On looking over our files, we find that you should be in the market for waste or wipers at this time. Please do not hesitate to call upon us for samples or quotations on materials which you may require or let us duplicate your last order."

A good copy man can quarrel vigorously with the wording of this message, but the purpose suggests another use of a flexible in-between advertising tool.

Another Excellent Use for the Postcard

In March, when spring was just over the horizon, the dealer received a postcard from Hillerich & Bradshy Co. offering its new thirty-six-page booklet containing the official rules of soft ball. The card was in two colors with a picture of the booklet's cover and on it was the question, "How many do you want?" with a space for the dealer to fill in. Then he could drop the card in an envelope, mail it back to the company and receive his allotment of rule books. Incidentally, there was a line to advertise the famous Louisville Sluggers. Another excellent use for the postcard.

Here is a card from an Atwater Kent distributor. It is lettered crudely and done on a duplicating machine and is confined to a single sentence: "There is an important Atwater Kent message for you on page 7, of March 20th issue of 'Electric Refrigeration News.'" A simple reminder, but if the dealer has missed the advertisement the chances are that he will look it up.

Now a card from The Progressive Clay Company, announcing lower prices, a revision on March 26 of a price list issued on March 22. Not exactly advertising, perhaps, yet designed to build sales.

In this collection are two advance cards—one of them announcing that the salesman will call "on or about soon." There is a suggestion here that perhaps the phrasing ought to be changed but maybe it isn't important. The dealer gets the idea anyway. Incidentally, many companies still find advance cards of unusual value. That's where the postcard comes in to play.

Next are three cards. Perhaps they aren't exactly postcards in the sense that they are not of the regulation size. However for the purposes of this little discussion they can be considered so.

They are from the Hammond Paint & Chemical Company and three of them reached the dealer within a single month. One advertises ant gas, another grape and rose dust and the other No-Crow. One is done in two colors. On all three the type is printed against an interestingly colored paper.

Each one delivers a short, snappy advertising message, gives the dealer some ideas for salable merchandise and offers catalogs. At the bottom is a line, "Electros, matrices, folders, sales helps cheerfully supplied." The dealer gets the idea, the cards act as a reminder, and in many cases sales will result.

Here's One with a Curiosity Appeal

Another card of larger than regulation size comes from the Everedy Company in Maryland. On the mailing face is the inscription, "What Every Woman Wants! You Get Over 50% Mark-Up—Just Like Finding Money." Even in these days a blasé dealer is likely to turn the card over.

On the reverse side is a picture of a display of Everedy skillets, a good sales message, prices, description of the deal, and an offer of advertising helps. The job, done in two colors, makes an arresting

piece in the morning mail and it is more than likely that many dealers will heed the suggestion of the headline, "Ask Your Jobber About Everedy Chrome Plated Skillets."

George H. Maus, Inc., importers and exporters, takes a little advantage of the postcard and sends out a five-fold catalog. Four of the folds list the company's various products with prices and occupy some space to give a sales talk. The last fold happens to be a business reply card. The piece as the dealer gets it has the same general dimensions as a Government postcard and is held together by a piece of gummed paper. As he opens it up he receives the message. While it has its faults from a layout standpoint, it does suggest the possibilities of using more than one fold and yet getting a postcard's advantage.

Interesting Use of a Three-Fold Card

A more striking job is done by The Sesamee Company, manufacturers of Sesamee locks. This is a three-fold card printed on both sides. Two of the folds are devoted to an excellent picture of a Sesamee display rack and below it a catalog of the merchandise it contains with prices and cost of the deal. Finally at the bottom the dealer's attention is called to the company's national and business-paper advertising. Two folds are the two sides of a postcard to be sent by the dealer to the company with his order. A fourth side is illustrated with a line drawing of a Sesamee lock and further emphasis on the company's national advertising. The other two folds are the mailing surface of the card as it went to the dealer and the mailing service of the card the dealer uses to send in his order. This should be an effective mailing piece.

Here is a two-fold card from The Henry Miller Steel Company. It is sent to the hardware man in his capacity as an automobile dealer and offers him a special set of bins for his parts department. Two of the sides are taken up by the business reply card on which the dealer



Part of the enormous crowd of children of all ages, and fathers and mothers, uncles and aunts, eagerly awaiting the start of the Young Oregonian's "kicks" show.

^{Young} "THE ~~OLD~~ LADY calls her youngsters —25,000 come running



● This comical rubber animal was one of many similar creations featured in the Young Oregonian's circus parade.

DO children like the ^{young}~~old~~ LADY of Oregon—that 84-year-old pioneer favorite of all the family—The Oregonian?

You can just bet they do! Twenty-five thousand of them, and many grown-ups, too, roared their applause as a mammoth outdoor show and circus parade signaled the inauguration of the Young Oregonians, big new children's organization formed and sponsored by the ^{young}~~old~~ LADY of Oregon, one sunny day this spring.

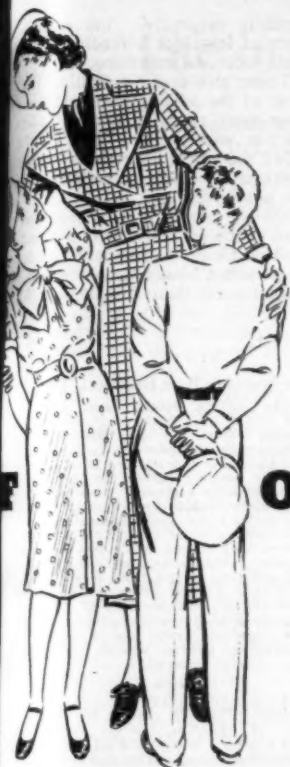
They gave their enthusiastic approval to the ^{young}~~old~~ LADY's plans for them by turning in signed membership cards in the new organization by the thousands.

The ^{young}~~old~~ LADY of Oregon is old enough and young enough to know just what appeals to the youngsters' hearts, and has started a program to provide tournaments, games, frolics, and interesting worthwhile activities—all the things which occupy such an important place in their enthusiasms and desires. Hobby clubs, contests, supervised play, radio programs—all prepared and staged by the ^{young}~~old~~ LADY of Oregon—are now in store for Pacific Northwest boys and girls.



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The Young Oregonians is another in the augmented list of attractive new features the ~~OLD~~ LADY of Oregon has developed since her rejuvenation. While the youngsters are delightedly joining in her program for them, their parents are enjoying the new type dress and attention-compelling headlines; a sparkling array of new features; clear-cut, up-to-the-minute news pictures by Wirephoto. And, Mr. Advertiser—bear this in mind! The thousands of new readers now turning to The Oregonian (and those other thousands of many year's standing) compose a reader audience you simply can't afford to miss. Make sure The Oregonian is on YOUR media list.

The

OREGONIAN

PORTLAND, OREGON

National Representatives: Verree & Conklin, Inc., New York, Chicago, Detroit, San Francisco • National Color Representatives: Associated Newspaper Color, Inc., San Francisco, Los Angeles, New York, Chicago, Detroit, Cleveland

can order material or ask for further information. This is the kind of thing that may hit the dealer on a receptive day and get him to write for information.

Most of these cards are homely examples of advertising. Several of them are exceedingly well done. In the dealer's mail were several other cards with typewritten messages announcing price changes, or special deals. No effort was made to sell beyond giving the dealer information of what was available.

None of these cards was par-

ticularly expensive. Yet each of them at least got a reading. And that, today, is something.

There was every indication that most of the advertisers could have done more to make the cards attractive which might lead to the belief that these advertisers do not appreciate the full potentialities of the postcard.

No one would suggest the postcard as the final answer to a direct-mail problem. In its place and for its purposes, however, it is certainly worth more than casual thought.



Directs Booth Fisheries Sales

E. V. Bertolini has been promoted to sales manager of the Booth Fisheries Corporation, Chicago. He has been with the organization for thirteen years and has been in charge of advertising.

The company is planning to conduct its merchandising program on a more extensive scale during the present year.

Radio and newspaper advertising, coupled with direct merchandising assistance for Booth Certified Dealers, are included in the plans for the campaign, which began May 2. The radio advertising will be in the form of a script program, called "Fish Tales," which will be broadcast over a nineteen station network.



Blatt Has Own Business

Joseph T. Blatt has opened his own office at 55 West 42nd Street, New York, as a retail counselor on advertising and merchandising. He was at one time general merchandise manager of the E. W. Edwards & Son Stores and for years has been active in the department-store field.



Wine Account to Thompson

The Roma Wine Company, Inc., Lodi, Calif., has placed its advertising account with the San Francisco office of the J. Walter Thompson Company, Inc. A national advertising campaign will get under way as soon as merchandising and research has laid the ground work.



B. E. Thompson with Lefton

Barry E. Thompson, formerly art director of the F. Wallis Armstrong Company is now with The Al Paul Lefton Company, Inc., Philadelphia advertising agency.



Walker Celebrates Anniversary

The Campbell-Ewald Company, is directing a special advertising campaign for Walker & Company, Detroit, outdoor advertising, which is celebrating its fiftieth anniversary.

To Sponsor Baer-Braddock Bout

The Gillette Safety Razor Company has signed up for the exclusive broadcasting rights for the Baer-Braddock heavyweight championship bout on June 13. Gillette is also starring Max Baer in a radio mystery thriller on a coast-to-coast hook-up beginning April 29, and continuing weekly through the fight and for at least six weeks thereafter.

A national letter contest has also been started with prizes for dealers and consumers, prizes to be, ringside seats and railroad fare to and from New York.

Officials of the company state that \$500,000 is being invested in the merchandising effort—in the radio program, fight broadcast, prizes, special newspaper advertising, posters, window cards, and other display material.



"Rural Progress" Adds to Staff

C. H. Heydon, for six years with *The Farmer's Wife*, St. Paul, Minn., has joined the Chicago sales force of *Rural Progress*, as also has George Ingraham, formerly with the Lessing Advertising Agency. W. L. Fort, formerly with the Macfadden Publications, has joined the New York office.



Elects Pauline B. Peters

Pauline B. Peters, formerly with Erwin, Wasey & Company and F. Wallis Armstrong Company, has been elected secretary of Lincoln Roden, Inc., Philadelphia agency. She is also production manager of the company.



Appoint Redfield-Johnstone

Hall & Ruckel and Key Products, Brooklyn, N. Y., have appointed Redfield-Johnstone, Inc., New York, to direct the advertising of X-Bazin depilatory and X-Cream deodorant. Newspapers and magazines will be used.



Hanson to Selby Shoe

A. R. Hanson, advertising manager of the Florsheim Shoe Company, Chicago, has joined the Selby Shoe Company, Portsmouth, Ohio.

May 2, 1935

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Life in the Catalog

Here Are Some Real Ideas, Gained from Users, on How to Keep It Living and Working

By E. E. Irwin

ONE way to keep a catalog alive is to endow it with life at the time of its creation. Invest your catalog with interest; and you'll minimize the difficulty of keeping it potent.

Even if your merchandise line constantly is being changed and extended and constantly must be kept up to date in the consciousness of your trade, you'll do yourself no lasting harm if, somehow, you make your book and its subsequent supplements something more than just a catalog.

I have been consulting catalog makers on this matter of holding down catalog mortality; and that matter of congenital, built-in interest stands out as one of the highest highlights.

Admittedly, not every product lends itself, readily, to dramatization. He who would dramatize, say, a brass valve must guard against dramatizing so tensely and dressing-up so grandly that, when he has finished, his brass valve doesn't look or sound like a valve at all.

Yet there are possibilities, even in kitchen ranges. The Geo. D. Roper Corporation, which makes ranges and water pumps, produces catalogs for the use of its retailers' salesmen. Says George L. Koehn, advertising manager:

"For our range catalog we decided this year that, indeed, the way to keep a catalog alive is to give it life in the first place. And we put life into the book with a series of title pages carrying human-interest illustrations, to point up text matter that advanced consumer reasons for owning a Roper."

Another way to invest interest—

but a method whose possibilities of application are limited—is to combine the catalog with a user's manual. In addition to its conventional catalog that goes to the trade, the South Bend Bait Company issues, annually, a booklet entitled, "Fishing—What Tackle and When."

"We try," explains Vice-President H. P. Gibson, "to make this publication interesting enough so that the angler will not throw it aside after glancing through it."

You try, Mr. Gibson? Most amply, you succeed! On some other occasion soon, when space permits, the collector of these data will quote, in full, the contributions of Courtney Ryley Cooper and of Corey Ford—in particular, Mr. Ford's suggestions for additions to your line, including the Self-Bailing Pipe.

Another Good Way to Get Attention

And still another way to catch and hold interest is to build a better catalog than does your competition. This method works especially well if the best efforts of your competition are pretty bad.

Thus, from the furniture industry, R. K. Dillon, advertising director of the Showers Brothers Company, describes his experience with catalogs:

"In our industry, few manufacturers spend money on catalogs. Therefore, those who do spend money enjoy distinct advantages. Their catalogs interest the dealer; and he uses the books when he orders."

The Showers book is big, impressive, and attractive. "It has been well received," Mr. Dillon reports. "Hosts of letters have come

to us from our prospects and customers, complimenting us on it."

And finally, on the score of attracting and holding interest, there is the matter of bright, inviting appearance and broad-gauge, useful context.

This from the experience of Bauer & Black, as contributed by Advertising Manager A. F. Tatham:

"Our new catalog, which we call the 'Pacemaker of Drug Store Merchandising,' is quite different from anything we have done before; and, indeed, is different from anything I have seen in the catalog line. It includes several innovations.

"First of all, we designed the book with constant attention to making it easy and convenient to use and permanent in construction. To this end we bound it spirally and covered it with heavy card stock, laminated on both sides with heat-processed Cellophane to give it in-

creased durability and, at the same time, to snap up its general appearance.

"In addition to describing and illustrating our various products, we have included illustrated suggestions by which the druggist may develop and maintain his business and increase his profits. Each of these suggestions stands on its own feet as an idea for building business. Each is a contribution to the druggist's merchandising knowledge. Thus our catalog becomes not only a reference book on our products but also a reference book on merchandising.

"Our catalog stands by itself, without follow-up support in the form of mailings. We do suggest that our salesmen sell from books similarly compiled, thus calling the dealer's attention to the information that he has available right in his store. But our assumption is that the catalog, constituted as it is, is adequately able to 'sell' itself."

HE WHO ADVERTISES THAT ADVERTISING IS

**BASIC
NBC**

WCKY buys advertising
*than any other radio station
because our advertising is more
that advertising does.*

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What shall be the catalog form—bound, or loose leaf? There, perhaps, is a subject all by itself; but, because format bears on usefulness, we shall consider the matter, at least in outline fashion, here.

On the question of bound vs. loose leaf, we shall listen to the experience report of an enterprise that has used both types—the Crane Company, Russell G. Creviston, manager of advertising and sales promotion, speaking:

"We believe that bound catalogs, if they are used at all, ought to be limited to staple lines, or single lines. Staple lines change infrequently; and when a single line changes the change can be covered in a new catalog.

"The major advantage of the bound catalog is the difference in cost; but often this advantage is offset by the cost of re-issue, particularly if the bound catalog is to be kept reasonably up to date.

"For bound catalogs it is necessary to issue supplementary bulletins between dates of issue; and we feel that this procedure complicates the catalog's use and thus detracts from its effectiveness. If the line or lines of products cover a large number of items, the supplementary pamphlets are likely to pile so high that the catalog is rendered virtually useless and ineffective.

"On the other hand, the loose-leaf form offers greater specialization, but presents special problems, chief of which, of course, is the matter of keeping the catalog up to date. However, it does seem reasonable to assume that the employees of a company who use the catalog constantly, and the buyers who use it, are more likely to keep the loose-leaf form current than they would be to keep up to date a bound catalog, with its mass of supplementary data.

"The specialization advantage is

IMPROVES EVERY DAY CHANGES PAY" L.B. Wilson

buys advertising
reaction in America...
advertise to us every day
advertises pay!



important. It permits the issuance of various sections as separate catalogs. It also permits the proper combining of straight catalog information in the form of insert sheets with promotional literature.

"Too often, quantities of supplements to bound catalogs are limited; and the items that the supplements cover are not adequately presented. The loose-leaf service overcomes this weakness because the catalog data can be covered in an insert and a low-cost promotional piece can be broadcast.

"Loose-leaf catalogs are particularly effective when you are dealing with several different lines of products, types of users, and channels of distribution. The loose-leaf plan permits of an over-all service, properly sectionalized and indexed."

The Loose-Leaf Method— Its Advantages

Conceding, then, that for certain uses the bound form of catalog is wholly satisfactory, let's look further into the loose-leaf version—some of its advantages and its methods.

Consider, for instance, new products. This from Charles F. Atkinson, advertising manager of the Stratton & Terstegge Company:

"We have arrived at a successful plan to familiarize our salesmen with the new-goods items that we add to our catalog from week to week. For the last several years, we have added, each week, an average of twenty. Formerly, we just included the new items in the departments where they belonged; and, in view of the fact that our catalog contains some 1,600 pages, the new-goods items, set forth one to a page and scattered pretty well through the volume, were lost.

"This year we decided to put in a separate, new-item section on a specially colored stock. This section includes nothing but new goods; and, as the catalog changes go out to the salesmen each week, the new pages go into the new section. There they remain for four weeks, a period we consider long enough to familiarize the men with the new products. And at the end of four weeks, the pages are

transferred to their regular departments."

There remains the problem of how to insure that the supplementary sheets will go into the binders of catalogs in the hands of distributors and dealers.

"What we attempt to do," says A. G. Richards, of Multibestos, "is to present in each catalog—we bring one out some time during the first three months of each year—enough information so that, throughout the calendar year, revisions will not be necessary. Changes involving prices we bulletin to our salesmen. Then we send correction sheets to our jobbing accounts, hoping and trusting that the jobbers will instruct their salesmen to change their catalog sheets."

Perhaps in some instances, hope and trust are enough. In others, it seems to pay to make sure.

On this point, Mr. Gibson, of South Bend Bait, believes that "the best way to keep loose-leaf catalogs up to date is to have company representatives check up each time they call on an account."

Says Mr. Koehn, of the Roper Corporation: "I believe, and our own experience proves it, that most industrial concerns, through their purchasing departments, are trustworthy when it comes to inserting new bulletins. If the new inserts aren't actually bound into complete catalogs, at least they are placed in file pockets containing the catalogs.

Stopped Sending \$1 Catalogs to \$10 Prospects

"Until a few years ago, we issued a big, comprehensive, loose-leaf book on pumps. We found that it hardly paid to send out this \$1 book for \$10 prospects, so we adopted the bulletin type of catalog recommended and used by the machine-tool industry.

"We've had a lot of fun experimenting with the bulletins; and now we feel we're on our way to success with them. We have standardized the page set-up, so that similar information about the specific units will appear, always, in the same position.

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convenience in use—and thus helps keep the catalog alive. Thus, if a jobber is on the telephone quoting a customer on a certain pump and finds that the unit doesn't quite meet the specifications, he can turn quickly to another bulletin, and not waste time searching for the data he needs.

"Each bulletin is dated and each page carries the number of the bulletin and a page number. Thus, persons at opposite ends of a telephone wire can be sure they're both talking about the same unit.

"Incidentally, the bulletin system helps classify customers on our mailing list. The metal addressing-machine tabs go into numbered spaces that coincide with the bulletin numbers.

"In addition, our salesmen make it a point to see that each customer and prospect he calls on has all the latest information about Roper products. We operate with a comparatively small sales force of experienced, merchandising-minded men, who are as interested as are we at headquarters in seeing that catalogs are kept up to date."

Another company that takes no chances is the Rockbestos Products Corporation. This from K. A. Redfield, advertising manager:

"As almost everyone else has found out, we have discovered that catalog holders will not always insert new sheets or make the corrections that are sent to them; so we direct our salesmen to look after those matters, themselves.

"The custom serves a dual purpose. It keeps all catalogs accurate and current; and often it provides a salesman with a reason to call—a reason that leads to a discussion and an order.

"Our salesman calls, tells the prospect that we have issued a new catalog, or new sheet, asks the prospect for his copy of the catalog, and makes the change then and there.

"You see, most of our catalog holders are technical men—engineers, specification writers, and so on; and they rarely throw their catalogs away."

A method to keep salesmen's catalogs up to date is to call in all

old material. This from M. W. Dallas, advertising manager of E. C. Atkins and Company:

"We have found that the most satisfactory way of being sure that the new pages are inserted is to request the return of the obsolete ones, together with each salesman's acknowledgment of receipt of the new material. The men seem inclined to put the new ones in when they take the old ones out. We keep after them until every obsolete sheet has been returned."

Make It Useful and It Will Sell Itself

Obviously, this phase of the problem is full of psychology. Make your catalog useful, counsels Frank J. Kahrs, promotion and advertising manager of Remington Arms, and it will keep selling itself. Serve your trade adequately at all points of contact. Mr. Kahrs says:

"My observations lead me to the conclusion that jobbers and dealers will place the inserts in their catalogs because they realize their importance. They know they must rely on those sources for information for their customers.

"I have been in close contact with our distributors for many years; and my opinion is that the distributor appreciates the right kind of help from the manufacturer. He appreciates the sales and advertising helps. He recognizes their usefulness in stimulating sales."

And, counsels C. N. Turner, vice-president and sales manager of the Beardsley & Wolcott Mfg. Co., never forget the catalog holder's convenience.

"In my opinion," Mr. Turner says, "a catalog should be studied from the standpoint of the department divisions of the customer's business and should be broken down into such classifications as to make it more convenient for the majority of customers to use. In the customer's place of business, certain lines of merchandise fall into certain natural, departmental lines; and those lines should be respected and followed."

And finally, in this round-up of



RECORD: First short story written in 1926. Sold immediately. More short stories. All sold. Published in book form. ("Prevailing Winds.") First novel 1930. ("Years of Grace.") Won Pulitzer Prize. Latest published novel. ("Within This Present")



NEW NOVELIST NO. 1
in Delineator
in 1935 and 1936

In ten years Margaret Ayer Barnes has stepped into the front rank of American novelists whose work is both popular and



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Her new novel ("Edna, His Wife") begins in June Delineator. Will run six months ending in November Delineator.

In addition, Delineator has a contract with Mrs. Barnes for some short stories. These will be published in various issues through 1936.

A contributor just right for the modernized Delineator. Popularity and distinction. A comparatively new writer. A fresh point of view.

In every page Delineator reflects that spirit. A new point of view. Fresh. Youthful. Different.

And the soundest quality of large circulation you can buy. (No forced sales; no high pressure circulation methods.)

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DELINEATOR

The Top Million and a Half

New York

Chicago

San Francisco



opinion and practice, a method that ties the catalog to direct-mail effort. This from Lawrence Davis, advertising manager of the Kendall Mills:

"Our company issues a small catalog in permanent form and, from time to time, issues supplements that can be contained within the original catalog covers. In order to keep the catalog active, we issue monthly price lists, with frequent reminders to the catalog holders to place the lists in the catalog pocket.

"The catalog is expensive; and we try to see to it that it is used frequently. From time to time we issue product folders; and it is our plan, now, to tie the folders to the catalog by causing each folder to refer the recipient to catalog page so-and-so for more complete information. In this connection, salesmen can be helpful, too; for in their presentations to customers they can refer to the customers' own catalogs, and, in the customers' presence, find complete descriptions and selling points."



Piroumoff Heads Brockway

George S. Piroumoff has been elected president of the Brockway Motor Company, Cortland, N. Y. He succeeds R. F. Black who has become president of the White Motor Company. Mr. Piroumoff has been vice-president and general manager of Brockway for the last five years.



Murphy to "Plain Dealer"

Thomas M. Murphy has been named art director of the Cleveland *Plain Dealer*. He formerly was with The Griswold-Eshleman Company, agency of that city.



With Needham, Louis & Brorby

W. Raymond Fowler has joined Needham, Louis & Brorby, Inc., Chicago agency, as a writer. He was formerly with Blackett-Sample-Hummert, Inc., and Batten, Barton, Durstine & Osborn, Inc.



Directs "Collier's" Campaign

The Ralph H. Jones Company has been appointed to direct an advertising campaign on *Collier's*. Business papers in the advertising field and magazines will be used.



Grueninger Joins "The Nation"

Walter F. Grueninger, for the last eleven years with Harper and Brothers in a sales promotion capacity, has resigned to join *The Nation*, New York, as manager of circulation and publicity.



Represents Vincennes "Post"

The Vincennes, Ind., *Post* has appointed the Geo. B. David Company as its advertising representative, in both Eastern and Western territories.



Death of R. N. Mosher

R. N. Mosher, at one time general sales manager of the Peerless Motor Car Corporation, died recently in Detroit.

State Publication Tax Rejected

The House of Representatives of the State of Minnesota has overwhelmingly voted to reject a proposal to impose a 5 per cent gross receipt tax on advertising to be paid by publications with a circulation of 10,000 or more. The proposal was offered as an amendment to a State omnibus tax bill.



Names Dallas Agency

The Continental Supply Company is moving its advertising activities from Cleveland to Dallas, Tex. Brennan, Brown & Company, Inc., Dallas agency, has been appointed to handle the account.



Agency Adds Executive

William S. Kelly, Jr., formerly with Hanff-Metzger, Inc., New York, has joined the executive staff of Birmingham, Castleman & Pierce, Inc., agency of that city.



New Accounts with Atlantic

New accounts with the Atlantic Advertising Company, New York, are The Lor-Dent Company, New York, tooth brushes, and the Fred Kida Porcelain Dental Laboratories.



Has Toy Novelty Advertising

Gund Manufacturing Company, I. Swedlin, Inc., successor, New York, stuffed toys and novelties, has appointed Hart Lehman, New York agency, to handle its advertising.



Edwin Georgi Free Lancing

Edwin Georgi has resigned from Calkins & Holden, New York agency. He is now free lancing, with headquarters at 1 East 47th Street, New York.



Four A's Adds Member

Logan & Stebbins, Los Angeles, have been elected to membership in the American Association of Advertising Agencies.

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Children's Club as Sales Aid

It's in Third Year for This Footwear Company, and Here Is How It Works

By Harry Holding

Advertising and Sales Promotion Manager, Beacon Falls Rubber Footwear

BEFORE 1932 we had made a number of efforts, some successful and others less successful, to sell the juvenile market the idea of wearing and asking for Grips Canvas Shoes. Like most advertisers, however, we felt that it was quite necessary to adopt an entirely different type of campaign each year.

In the fall of 1932 (we sell Grips in the fall months for spring delivery) we announced to the trade a new program which was simply called the Grips Athletic Club. Although, frankly, at that time we did not foresee a long-time continuation of this program, we hoped that through the plan we would be able to establish something a little more concrete in the minds of the youngsters who are scampering around in and out of school with canvas shoes on their feet.

In the first place, we were looking for a plan that would have more than a momentary effect on the minds of boys and girls. We set out to establish a club that would have all the flavor of a real club.

Our experience in the juvenile field has taught us that the average twelve-year-old boy is essentially fickle unless he is thoroughly sold through the use of methods that seize and hold his imagination. And the only way to hold a boy's imagination is to play fair with him 100 per cent. While we do sell our dealer a Grips Athletic Club baseball cap at full cost, we make no direct use of any premium or any type of material that has an ordinary retail value.

The Grips Athletic Club is linked directly with the store of the independent retailer. So closely is this

aligned, that after three years of operating this program we find that it has had a very direct effect upon our sales procedure and merchandising. I spent the first few months of the campaign actually selling to stores in various States and from that first experience a complete, closely knit sales-advertising program was formed that has not changed basically during this period.

We instruct our salesmen today not to open or to show a shoe until they have discussed thoroughly the Grips Athletic Club program. We want the independent retailer to say himself, "It sounds good. Now, what do I have to do to get it?"

Meant Adopting a "Controlled Sales" Plan

First we select a store to run the Club. This store must, of course, place an advance order. Then it becomes a Grips Athletic Club Headquarters. Quite obviously, you can't successfully operate two headquarters on the same street or even in the same small town. This situation could only be met by adopting a policy of "Controlled Sales." We had to assure the retailer that his store would be headquarters for the Club for a certain restricted district. This meant that all effects from our national advertising and other promotion in his community would have to fall into his store.

Each Club Headquarters is given a supply of application blanks for the Club. At the time a pair of Grips is sold, the youngster or the dealer fills in the information—the boy's name, address, age and favorite sport. (We actually don't

SPOKANE ~ 4TH MOST POPULOUS CITY IN U. S. AMONG CITIES OF 100,000 OR MORE

(AUTHORITY: ROSS FEDERAL SURVEY FOR SALES-MANAGEMENT)



PUSH 1935 SALES DRIVE THE GET 30% TO 60% ABOVE AVERAGE

- ★ Spokane Department Store Sales Gains 1934, 28.1% largest any in the entire West, while for the first quarter, 1935 Spokane sales showing was exceeded only by one other reporting city in the West, according Preliminary Report of Twelfth Federal Reserve Bank.
- ★ March automobile sales, according leading Spokane distributors and dealers, jumped 60% over March 1934, while car sales first quarter set an all-time record, even topping by 10% first quarter sales of 1929.
- ★ The Spokesman-Review and Spokane Chronicle's combined circulation (85% UNduplicated—Polk) provides 91.95% home delivered coverage of the entire urban market reading

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COVER

B. Woodward

MOST RESPONSIVE FOOD MARKET 100,000 to 250,000 POPULATION

(FOR SALES MANAGEMENT)

131 of America's leading sales and advertising executives answering the question in Ross Federal Survey for Sales Management (Jan. 15 issue), 167 markets received mention, Spokane Market rating as follows:

Fourth most responsive food market among all 39 cities of the U. S. of 100,000 to 250,000 population.

Spokane ranked 5th most responsive food market in the entire West—virtually tied with Portland (Ore.) for 4th place. Spokane led 18 cities such as Denver, Salt Lake, San Diego, and Sacramento.

Spokane ranked one of the 30 most responsive markets of all cities in U. S. for food products.

The 131 sales executives were also asked to give reasons, such as type of cooperation possible to obtain from local advertising media. Newspapers far outranked all other media and The Spokesman-Review and Spokane Chronicle were among the 30 most mentioned newspapers in the U. S., of which only six papers were mentioned in the 12 Far Western States.

THE SPOKANE MARKET ABOVE AVERAGE RESULTS

Spokane newspapers—no supplementary media necessary to secure 30% to 60% above U. S. average results 1935.

% Dealer Surveys Food and Other Products Forwarded Promptly

REVIEW-CHRONICLE GENERAL ADVERTISING BUREAU



COVER SPOKANE AND THE SPOKANE COUNTRY LIKE THE SUNSHINE

NATIONAL ADVERTISING REPRESENTATIVES

B. Woodward, Inc. Offices: New York—Chicago—Detroit—Kansas City—San Francisco

THE SPOKESMAN-REVIEW

Morning

Sunday

and

Spokane Daily Chronicle

Evening

Spokane, Washington

ANNOUNCE THE APPOINTMENT

of

JOHN B. WOODWARD, INC.

As National Advertising Representatives

Throughout the United States

Effective May 1, 1935

JOHN B. WOODWARD, INC., OFFICES

New York—Chicago—Detroit—

Kansas City—San Francisco

Color Representatives Sunday SPOKESMAN-REVIEW

Magazine and Comic Sections:

ASSOCIATED NEWSPAPER COLOR, INC.

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care what the boy's favorite sport is, but it does give him the impression that we are interested.) These application blanks are held by the dealer and sent to us at least once a week. (Experience taught us that the average youngster either can't scare up the 3-cent stamp or that the application blank is eventually lost among the marbles, nails, chewing gum and other nick-nacks in his pocket.)

Within twenty-four hours from the time of receiving these blanks, the youngster receives from us a certificate of membership, a badge and a letter on Coach Bob Brown's own stationery. There is no advertising nor sales pressure on the boy up to this point.

Club Newspaper Is Backbone of Plan

In a few days, the new member receives his first copy of the Club's own newspaper, "The Flash." This publication is in reality the backbone of the entire program. Reaching each youngster in his own home every month from April until October, "The Flash" successfully keeps him sold on the Club and on Grips shoes. (The average youngster will wear from two to three pairs of canvas shoes during this period.)

"The Flash" is an authentic sports newspaper featuring articles by such famous athletes as: Charlie Grimm of the Cubs, Pepper Martin, Steve O'Neil, Luke Sewell, Albie Booth, Benny Bass, Grover Cleveland Alexander, R. L. Lovell, coach of Hopkins Grammar School, and many others.

Of course, the dealer also receives a copy of "The Flash" every month and knows what is going on. In it we talk to the boy in an honest, friendly way about his shoes, about his Grips dealer and we ask him in a sporting manner to give Club headquarters a break on all of the merchandise that this store sells.

In the fall we use the last edition of "The Flash" to feature a special insert, directed to the mothers, on the subject of Top Notch rubber footwear also carried by the Club headquarters.

In the Club renewal blank we

have a distinctive feature that has proved to be a sensation among the trade. This renewal blank, together with a letter from Coach Bob Brown, is sent out in the spring to every member who joined the previous year. The boy is given a chance to join again free-of-charge providing he takes this blank back to the store from where he bought his Grips in the past. We claim—and I believe rightly so—that we are the only advertiser in the country to actually send the buyer back to his store a year after he has made his purchase. Upon the receipt of these renewal blanks from the store, the youngsters' names are added to the list to receive "The Flash" every month. Today we have in our Club a large number of members who actually joined in the spring of 1933.

And, of course, there's store promotion. With such an excellent foundation as the national club, we do not find it difficult to persuade our dealers to run some type of local promotion, which may range in nature from a field day to a baseball team. Any Grips Athletic Club Headquarters desiring to organize a local group may obtain from us within forty-eight hours, a complete list of names and addresses of all of the youngsters who have joined through his store. Last year we awarded fourteen cash prizes to the stores that were most successful in promoting the Club locally. This year we do not feel that this is even necessary.

Advertising Used in Boys' Magazines

We use small-space advertising—either one column or half-page—in three boys' magazines. These advertisements treat more of the boy and the Club than they do of shoes. The 1933 advertisement headed, "Fellows, I'll Show You How to Be a Winner!" brought almost 3,000 replies from one single insertion in one magazine. These replies are used by the salesmen as a wedge for opening new accounts.

Lastly, we have added to the Club program this year, a Grips All-American Contest. Youngsters and their dads from various sec-

tions of the country will be taken to see a game of the 1935 World Series—all expenses paid. In this way, we know that the father will be anxious to help the boy in his work on the contest. We ask the contestant to select what he thinks will be the 1935 All-American baseball team. Those selections which come nearest to the final selection by Coach Bob Brown in September will be awarded the trips. An application blank must be secured through the Grips Athletic Club Headquarters store and cannot be obtained in any other way.



Changes on Fawcett Group

Following inclusion of *Motion Picture and Movie Classic* in the new Fawcett Women's Group, a re-alignment of accounts among the Eastern sales personnel has been made by S. F. Nelson, advertising director.

F. M. Tibbitts is assigned Northern New Jersey and New England. C. W. Dudrap will be responsible for Philadelphia, Baltimore and the Southern territory. George Hanyen will cover New York State, and Gerard Marshall is to concentrate his activity in New York City.

T. L. Smith becomes Eastern advertising salesman of Fawcett Detective Unit, while E. J. Gants continues to represent *Modern Mechanic and Inventions* in this territory.

As Eastern advertising manager of all Fawcett and Motion Picture publications, C. W. Fuller will devote his time to general supervision of the territory at large. Frank D. Sniffen assumes major responsibility for advertising sales of all these magazines in New York City.



Fehlman Moves Headquarters to New York

The headquarters of Major Market Newspapers, Inc., of which Frank E. Fehlman is managing director, have been transferred from Chicago to New York, with offices at 110 E. 42nd Street. C. H. Sundberg, assistant manager, will have charge of the Chicago office.



Hi Ashe Free Lancing

Hi Ashe, art director of Oppenheim, Collins & Company, Inc., New York, has resigned and will free lance at his studio at 44 West 47th Street, that city.



With New York "Post"

Chester M. Goode, formerly with the New York Times, has joined the advertising staff of the New York Post.

Three years of operating this plan have convinced us that a youngster can be handled as a substantial citizen if he is appealed to as such. Each day Coach Bob Brown receives dozens of letters asking for sports advice. This stack of questions, now numbering thousands, is handled either through a personal reply or through "The Flash." Youngsters expect to join a club, so we give them a real club; they expect sports training, so we give them the finest and most authoritative advice; they expect honest, sincere interest and we give it to them.

Western Agency Council Elects

Z. L. Potter, vice-president and general manager of Erwin, Wasey & Company, Ltd., Chicago, has been elected chairman of the Western Council of the American Association of Advertising Agencies. He succeeds Milton J. Blair, vice-president, J. Walter Thompson Company.

Merle Sidener, president, Sidener, Van Riper & Keeling, Inc., Indianapolis, is the new vice-chairman and also council representative on the executive board of the Four A's. H. M. Dancer, Henri, Hurst & McDonald, Inc., is secretary-treasurer.

Members of the board include: A. L. Billingsley, president, Fuller & Smith & Ross, Inc., Cleveland; C. W. Brooke, chairman of the board, Brooke, Smith & French, Inc., Detroit; Maurice H. Needham, president, Needham Louis & Brorby, Inc., Chicago; J. F. Oberwinder, vice-president, D'Arcy Advertising Company, St. Louis; Charles Daniel Frey, president Charles Daniel Frey Company, Chicago; and Mr. Blair.



M. J. B. Appoints Beuter Advertising Manager

Paul H. Beuter has been appointed advertising manager of the M. J. B. Company, San Francisco, coffee, tea and rice. He has been identified with the co-operative campaigns of the former Association of Hawaiian Pineapple Canners and the present Pineapple Producers Co-operative Association.



Has Reflex Spark Plug

The Reflex Spark Plug Company, Cleveland, has placed its advertising account with The Bayless-Kerr Company, of that city. Direct mail will be used.



Advanced by WGAR

Ellis Vander Pyle, of Station WGAR, Cleveland, has been promoted to the position of sales manager.

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Books in Brief

THE science of economics is—to put it conservatively—fluid. In the past, business men have attempted to forget at times that their activities are economics in action. Their attitude was not so blameworthy in the light of the fact that most economic works disdainfully overlook some of the most important phases of business in their discussion.

The years since the crash have taught business the wholesome lesson that the well-rounded executive must be a student of something besides sales charts and books on sales management. Some of the books that have had the greatest influence on business have not been what are technically known as "business books" but have come from the fields of economics and political and social science. Recently two or three such books have been published. They are reviewed here because they deserve the attention of readers of **PRINTERS' INK**.

The Nature of Capitalist Crisis. By John Strachey. (Covici-Friede. \$3.) In reading this book it is wise to forget the recent opera-bouffe deportation squabble and look upon Mr. Strachey as a cock-sure but brilliant young man who has a greater ability in tearing down the economic theories of others than he has in building a case for his own theory, which happens to be the doctrine of Communism.

"The Nature of Capitalist Crisis" is a book that should be read because of the neat method of disposing of the theories of such prominent economists as Major Douglas, Professor Irving Fisher, Dr. Hayek, J. A. Hobson and others. Reading a Strachey book is a disconcerting experience but a rewarding one because the reader never again can place quite the faith in certain economic doctrines that is placed in them by their authors.

The State in Theory and Practice.

By Harold J. Laski. (The Viking Press. \$3.) Here is one of the most thoughtful and easily read books on political science of the last few years. Its discussions of the theory and function of the modern state are particularly enlightening in the face of what is happening in the United States and abroad. For anyone who is interested in revolution and wishes to know why it takes place and what it is about Professor Laski's book is an illuminating document. By all means read it.

The Chart of Plenty. By Harold Loeb and Associates. (The Viking Press. \$2.50.) This is based on the findings of seventy engineers and economists working under the direction of Mr. Loeb and under the auspices of the National Survey of Potential Product Capacity, established by the Government in 1934. It is a particularly significant book to read in the light of the findings of the Brookings Institution studies which were carried on independently and had no relation to the N.S.P.P.C.

The book disagrees sharply with many of the findings of the Brookings Institution group, but, like them, is a searching study of the question of an economy of abundance.

The chart which is included with the book is a complicated but easily understandable picture of possible production and possible consumption.

It is impossible to quote the conclusions arrived at in detail, but the following paragraphs will give some idea of the flavor of the book.

"The research of the N.S.P.P.C. clearly shows that poverty prevails in the United States, and always has, but that it need not exist in the future because an economy of abundance would result if production were directed toward the satisfaction of human needs and reasonable wants and restrained only by physical factors and the state of our knowledge.

"The answer to the dilemma is

obvious. Production is curtailed because buying power is lacking. Production is dependent on many factors in the physical world. Buying power is a human institution subject to control. Nevertheless, production is cut to fit an inadequate buying power, instead of buying power (which can be raised or lowered at will) being raised to fit product capacity.

"This procedure can only be likened to that of the ancient Greek inn-keeper, Procrustes, who cut off the legs of his guests when they were too long for his beds.

"The research of the N.S.P.P.C. indicates that the resources, manpower, equipment, and technology existing in the nation are ample to provide a high standard of living for every inhabitant of the continental United States."

Another book which ought to be read.

Government Experimentation in Business. By Warren M. Persons. (John Wiley & Sons, Inc. \$2.50.) The final conclusion of this book is that "State and Federal undertakings of a non-business nature, that is to say, those undertakings not designed to be self-supporting and self-liquidating from the sale of services or commodities to the public, such as education, the construction and maintenance of free highways, and the regulation of business as opposed to the operation of business, have been more efficiently conducted than State and Federal undertakings of a business nature.

"When legislatures and Government administrators have embarked upon undertakings designed to be supported by taxes, they have been more careful to avoid extravagant and wasteful expenditures of the public money than when they have embarked upon undertakings intended to be self-supporting or profit-making."

This searching investigation into the subject of its title should furnish excellent ammunition for those who believe that the Government should keep out of business.

Gold and Prices. By George F. Warren and Frank A. Pearson,

(John Wiley & Sons, Inc. \$5.) Here is a detailed discussion of the theories of Warren and Pearson. It is a continuation of the same authors' work "Prices." It is a book not for the lay reader because it requires a more or less intelligent understanding of the theories of money.

A Primer of Money. By Donald B. Woodward and Marc A. Rose. (Whittlesey House, McGraw-Hill Book Company. \$2.50.) This revised and enlarged edition of "A Primer of Money" and "Inflation" might serve as an excellent introduction to the Warren and Pearson book. It is probably the best and simplest explanation for the layman of the mysteries of money.

The Art of Leadership. By Ordway Tead. (Whittlesey House, McGraw-Hill Book Company, Inc. \$2.50.) It is designed to be of service to organizations trying to train executives to be leaders and to individuals who are interested in improving their capacity either to lead on the job or to become leaders.

Mr. Tead is the author of six other books and a lecturer in Personnel Administration at Columbia University.

Through his work he brings an intensely practical mind to deal with a subject that demands practical discussion.

The author is careful to show that there is a great deal more to leadership than mere bossing. He shows what leadership is, how leaders act and how leadership can be developed.

How to Run Better Sales Contests. By M. Zenn Kaufman. (Harper & Brothers. \$3.50.) Here is a concrete, "how-to" discussion of one of the most interesting and yet most often bungled phases of sales management. The author has studied a large number of contests, has sought to take them apart to see what made them run, has analyzed successes and failures, and then laid down the principles of effective contests.

This is a highly practical book full of examples. Any sales executive who has contest troubles

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NATIO

ANSWERS to problems of building better Recorded Programs for Spot Broadcasting

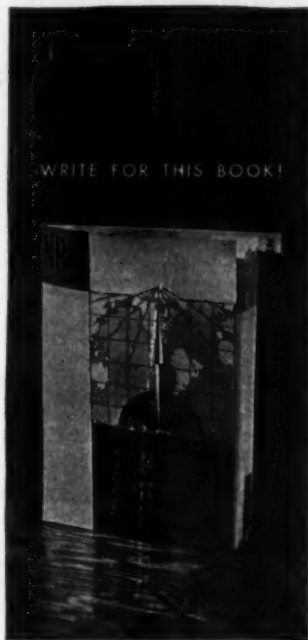
You are a spot broadcaster. You are anxiously concerned with building and producing successful recorded programs.

You have many problems, of course. Problems of casting suitable talent, creating interesting scripts, producing perfect recordings. Too, you probably get a grey hair or more making sure of correct and punctual deliveries.

We give you the answers to these and other problems in our new "Recorded Program Service" book which is yours for the asking.

Read it and you will discover that our newly organized Recorded Program Service can simplify recorded program building for you, intelligently and completely.

Write for this new book today!



SPECIAL NBC SERVICE!

All series of NBC Recorded Programs can now be heard at your nearest NBC Associated Station.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

30 ROCKEFELLER PLAZA, NEW YORK CITY

Washington • Chicago • San Francisco

will find enough suggestions in this work to take care of his needs for a long time to come. A good volume for any sales manager's desk.

What Makes People Buy? By Donald A. Laird. (McGraw-Hill Book Company, Inc. \$2.50.) Doctor Laird's vivid discussions of psychology for the business man are too well known to need comment. Thus perhaps the best review of this book is to say that it is a typical Laird work and that it lives up to the promise of its title.

Here Type Can Serve You. Prepared by J. M. Bundscho, Inc. (To be distributed by *The Inland Printer*. \$37.50.) The preface describes this "a work book not a research book—a combination library and slide rule of type—an endeavor, possibly heroic but certainly comprehensive, to make type easy to visualize and use for all purposes." Its price, of course, precludes its wide distribution, but it is an admirable, thorough and practical book on type which will be of the greatest service to those who are interested in type in their daily business.

All about Tea. By William H. Ukers. (The Tea and Coffee Trade Journal Co. In two volumes, \$25.00 the set.) Those who are familiar with the author's "All about Coffee" will know what to expect. This is an encyclopedic discussion of a very specialized subject. It is, of course, an essential volume for those studying the tea industry.

Our Planet. (C. S. Hammond & Company, Inc. \$5.00.) This is an excellent atlas with an unusually interesting gazetteer. Up to date in every particular it is an ideal volume for quick reference in the home or the office.

Statistical Abstract of the United States 1934. (Government Printing Office, Washington. \$1.50.) This is the fifty-sixth issue of this official book of statistics. It is, of

course, automatically included in any statistical library worthy of the name but is reviewed here because it is so frequently overlooked as a basic source of facts and figures compiled by our Government.

Paper and Its Relationship to Books. By R. H. Clapperton. (Oxford University Press. 75 cents.) This small volume will be of interest because of its urbane and practical discussion of paper use.

Advertisers' Guide to Latin-American Markets. (Allied Publishing Company. \$12.50, including a revision service and subscription to "The Latin-American Advertiser.") This 400-page book gives many facts concerning advertising and selling in the twenty-five Latin-American countries.

Hartrampf's Vocabularies. By Gustavus A. Hartrampf. (Grosset & Dunlap. \$1.)

Similes and Their Use. By Grenville Kleiser. (Grosset & Dunlap. \$1.)

A Desk Book of 25,000 Words Frequently Mispronounced. By Frank H. Vizetelly. (Grosset & Dunlap. \$1.)

These are three newly issued cheap popular reprints of three famous desk books. The reputation that these books have built since their original publication makes their issue at a popular price welcome.

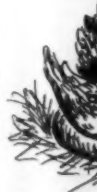
Why Not Enforce the Laws We Already Have? By Howard Watson Ambruster and Ursula Ambruster. (Ursula Ambruster. Westfield, N. J. 50 cents) Here is a radical attack on the Copeland Bill not from one who thinks it does not go far enough but from a writer who thinks that it weakens the old law. Mr. Ambruster brings forward a great deal of documentary evidence in an effort to prove his point that the current Food and Drug Law has never been properly administered and that the purpose of the current Food and Drug Administration is to urge a

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joker law without teeth. The author has made an evident effort to smoke out Mr. Campbell and Senator Copeland and also pays his respects to Dr. Fishbein. Right or wrong, this is a book that hardly can be ignored in any consideration of S. 5.

Chains and Independents and Other Types of Operation. Retail Distribution: 1933 by Areas. (United States Department of

Commerce and Bureau of the Census.) Here are two other statistical compilations by the Government that may be overlooked in the vast flood of Government documents. Copies are not available for general distribution but any readers interested should write to F. A. Gosnell, chief statistician. Census of American Business, Department of Commerce, Washington, D. C., for information concerning these reports.

* * *

Martin Cantine Elects

Holley R. Cantine, for many years treasurer and general manager of The Martin Cantine Company, Saugerties, N. Y., coated papers, has been elected president, succeeding his father, the late Martin Cantine, founder of the business. Of recent years Mr. Cantine has been active executive head of the business and his election as president involves no change in the actual management of the company's affairs. Lewis F. Fellows, the new treasurer, has been secretary of the company for many years. Fred C. Fonda, the newly elected secretary, has been assistant to Mr. Fellows.

New Borden Directors

Marcus M. Munsill, of New York, and Lester LeFeber, of Milwaukee, have been elected directors of The Borden Company. Mr. Munsill is a great-grandson of Gail Borden, who founded the company in 1857.

Mr. LeFeber is president and director of the Gridley Dairy Company, Milwaukee, and of Racine Pure Milk Co., Racine, Borden associated companies.

Stockholders of the company have approved a recapitalization plan which allows the complete write-off of unsecurable properties and a reduction of the good-will item from \$7,000,000 to \$1.

IF you decided to buy the other Newark daily papers to cover the Newark market, instead of the **NEWARK EVENING NEWS**, they could give you (combined, of course) 15,000 less circulation at only 22¢ per line more. If you decided to use the Sunday papers, they could give you almost as much circulation for only 11¢ per line more. So, what's the use? Might just as well decide now to have the **NEWARK EVENING NEWS** do the job; then you know it will be done completely—and right. It makes sound reasoning; what's more, this newspaper has a lot that isn't written into the rate.



Newark Evening News

AMERICA'S LEADING WEEK-DAY NEWSPAPER

Newark, New Jersey. . . . O'MARA & ORMSBEE, Inc., New York,
Chicago, Detroit, San Francisco, Los Angeles

Rise of a New Sweeper

AT the 1934 Chicago House Furnishing Exhibit, the Wagner Komb-Kleaned carpet sweeper was first introduced to the trade. Since then, this new product of the E. R. Wagner Mfg. Company, Milwaukee, has made strong headway in a field that has been dominated for many years by one sweeper.

The new feature of the product is a brush that cleans itself automatically as it sweeps—ordinarily a hidden feature difficult to explain without taking the device apart. Retail salespeople, of course, cannot be expected to go to this trouble in their selling. A transparent top was built in the cleaner, partly to solve a sales problem and partly to enable the housewife to determine when the cleaner needs emptying.

Then a special motion display was designed, holding an actual

sweeper and rolling it back and forth across a platform.

During the last year and a half Wagner has opened more than 1,000 retail outlets, including department, furniture and hardware stores. Now the company is preparing for another step. Business-paper advertising is being used to carry the news of a special merchandising campaign that will start soon. This will involve announcing the sweepers to the public through newspaper advertising and radio broadcasts in a number of key cities throughout the country.

The advertisements will carry reason-why messages, presenting dramatically the modern improvements in Wagner sweepers and the resulting convenience and efficiency. The campaign will be supported by store display material and dealer helps for local tie-ins.

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Has Perfume Account

Parfums Corday, Paris, have placed their advertising account with Hirshon-Garfield, Inc., New York agency. Magazines and rotogravure advertising in newspapers will be used to feature a new lipstick and Orchidee Bleue perfume.

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Directs Browne Vintners Sales

W. H. Sinsheimer, formerly vice-president in charge of advertising of the R. C. Williams Company, New York, is now associated with the Browne Vintners Company, New York, as sales director.

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Joins Tyson-Rumrill

Howard M. Robins has joined Tyson-Rumrill Associated, Rochester, N. Y., agency, as production manager. He was formerly assistant advertising manager of the Yawman & Erbe Manufacturing Company.

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Hibbard to Brisacher

Marshall Hibbard, free lance artist of San Francisco, has joined the Los Angeles office of Emil Brisacher and Staff as art director.

• • •

Death of Leroy Fairman

Leroy Fairman, long engaged in the advertising business in New York, died April 29 at Forest Hills, N. Y.

Appoints Fairfax Agency

The H. W. Fairfax Advertising Agency, New York, is now handling the advertising of The Duplex Dog Dresser, a division of the Durham Duplex Company. Advertising will appear in class publications and later will be extended to newspapers.

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Botts Joins Atlanta Agency

Leo P. Botts, Jr., who formerly operated the Botts Advertising Agency in Little Rock, Ark., has joined the Harvey-Massengale Company, Atlanta agency, as an account executive.

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Has Cigar Advertising

H. Traiser & Company, Boston, Harvard and Pippin cigars, have placed their advertising account with the Wood, Putnam & Wood Company, agency of that city.

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With McCann-Erickson

H. W. Calvert, formerly with Richardson-Plant, Inc., Cleveland agency, has joined the Cleveland office of McCann-Erickson, Inc.

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Names Arndt Agency

The American Engineering Company, Philadelphia, has appointed John Falkner Arndt and Company, Inc., of that city, to handle its advertising account.

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Radio Talent and Agencies

(Continued from page 10)

saving pennies at the commission spigot.

Large advertisers who employ high-priced talent are particularly critical of paying the 15 per cent commission if the same artist is used over a long period of time. They feel that the selection of this talent is a one-time job and that 15 per cent commission on it over a long period is an excessive compensation.

These advertisers are also concerned with the procedure which follows when a star, because of his popularity, renews his contract at a larger salary. If it was profitable for the agency to handle this talent at the previous salary, how can it justify getting what really amounts to a slice of the artist's larger earnings? "By the same reasoning," a vice-president of a company asks, "doesn't the payment of talent commission influence, perhaps unconsciously, an agency's recommendation? It is easily conceivable that an agency could persuade itself that the selection of more expensive talent would do a better job whereas, if the commission element were removed, it would exercise unbiased buying sense and make a better purchase for the client."

Further criticism lodged against talent commission concerns the artists who, it is declared, are led to make greater demands for increased earnings because of the deductions that are made between what their contract calls for and what they receive.

One Advertising Director's Summation

Practically every criticism lodged against the commission basis by those advertisers who have frankly given their views to **PRINTERS' INK**, is summed up in the following by an advertising director:

"The agents, because quite naturally they wanted to retain com-

plete control of this new advertising activity, got into radio production in a big way. Many of them found that the discount on time wasn't enough to allow them to organize the kind of radio departments they felt they ought to have. Many others felt, and still do, that the discount on time should and could cover all radio activities.

"In any event, even though it was tantamount to admitting that the mystic 15 wasn't magical enough to cover all situations, agencies generally were confronted with the necessity of getting more money with which to do an adequate job. So operating on the same old basic fallacy, they diligently avoided the sane and businesslike procedure, and decided to demand an arbitrary percentage on talent.

Says Flat Discount on Talent Is Fantastic

"Talent commission, if any was justified, could and should have been a matter of individual negotiation, because production problems varied as widely as talent cost. To fix a flat and identical discount on time is questionable, but to attempt to do so on talent is fantastic.

"Anyway, let's be constructive. Let's say that 15 per cent on time is established and justified (which many won't admit). Certainly, then, this discount should cover its share of general agency overhead, radio department supervision, and common radio department functions, such as estimating, checking, billing, interviewing, etc.

"That leaves production—actual direction, script supervision, talent contact and other functions which can easily be allocated to individual programs. These vary widely with different shows and it is entirely unsound to try to average them.

"What should be done, in my opinion, is to figure out the job to be done and the personnel to do it,

and cover it with an adequate fee, including a reasonable profit. (In many cases this is now done on radio publicity.)

"I am not an accountant, but this procedure seems simple to me, and entirely sound and fair. Why is it impractical?

"This is in no sense intended to be critical of agency radio activities. In most cases, agents are doing an intelligent radio job. In most cases, too, they are breaking their necks trying to render adequate service on accounts whose talent costs vary from zero to infinity, hoping to heaven that when everything is washed up they will show a profit instead of a loss. And so the advertiser with a heavy talent charge is carrying the one with cheap talent, and the conscientious agent is worrying about *that*, too. And not-so-conscientious agents are peddling expensive talent because of what there is in it—yes, and bidding it up, too, until eventually it will be clear out of sight.

"In my opinion it's all wrong, and it's all caused by the blind and fanatical reverence for the hallowed 15."

No mincing of words in what this spokesman has to say. He is active in the food field and his remarks touch on most of the issues set up by advertisers generally.

This Advertiser Defends the Commission Basis

But advertisers not only differ; they go to extremes. Witness how effectively one of the nation's largest advertisers takes up the commission cause. He submits his brief in one paragraph, as follows:

"We can see no reason why the same commissions should not be paid for this as for space and production for press advertising. Otherwise one establishes a bias—perhaps unconscious—in the agency against radio."

S. H. Ensinger, advertising manager of Remington-Rand, Inc., refers to several programs put on the air for his company. In all of these he believes the 15 per cent on talent was justified, because, in addition to the details of putting on the shows, there was always a

major merchandising program to be done with branch offices and dealers.

"We have always considered this type of sales promotion a very definite part of the radio program," he said, "and a part for which the agency could not be remunerated commission wise."

Not Arguing Against Adequate Compensation

Finally, advertisers wish to make it clear that they are not arguing against agencies getting adequate compensation. They declare the 15 per cent basis is unsound. Where it may make too feathery a nest for one agency, they believe that in other instances it is apt to work an injustice to agencies. They feel that what is paid should be in proportion to the work done and the facilities of an agency to do a good job, and that the most satisfactory way of assuring an agency adequate compensation and the advertiser a good job, is through the payment of a fee. Under such a system, these advertisers contend, an advertiser can buy what he wants from among all the services that an agency is ready to offer.

The suggestion of a flat service fee, additional to the 15 per cent on time, meets with approval in a smaller agency. Again, by request, I must quote anonymously, but here is the situation as summed up by a radio director:

"The vast amount of work necessary for the managing of a radio program should entitle the agency to a *service fee* rather than 15 per cent on talent charges. Let me qualify this in a local broadcast.

"A half-hour time has been selected and the client orders a program built. Ideas are exchanged between client and agency and an orchestra, vocal trio and soloist is agreed upon. Now comes the audition. The average time for an audition for a one-half hour program is one hour and thirty minutes.

"This is necessary because certain musical arrangements do not satisfy the client, the commercials are not properly placed and a hundred and one other things that the

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THANK YOU RADIO STARS MAGAZINE



AWARDED TO

PHIL SPITALNY

IN TRIBUTE TO

**THE GREAT MUSICAL BEAUTY HE
AND HIS ALL-GIRL ORCHESTRA**

HAVE BROUGHT TO

THE LIT HOUR OF CHARM

**AFTER SUMMER TOUR OF EUROPE, WILL
BE AVAILABLE FOR FALL BROADCASTING**

PERSONAL REPRESENTATIVE

ROGER WHITE

ROCKEFELLER CENTER

CIRCLE 7-4940

NEW YORK CITY

CIRCLE 7-4943



agency radio man has suggested do not fit in with the ideas of the client. Finally a program is decided upon and the musicians and artists are released and now the real hard work starts. (It must be remembered the audition costs the client *nothing*, therefore the agency gets no commission.)

"The radio contact man must spend many hours weekly checking with the musical director of the program, the station production manager, the station publicity man, the continuity writer, the artists on special musical numbers, etc. Then comes the rehearsal. This usually takes at least an hour for a one-half hour program, for the musical numbers must be timed and the commercials fitted in. Finally the program goes on and then the mail return must be checked as an added part of the work.

"Now let us look at all this work from the 15 per cent angle. The musical program including orchestra and artists costs (including rehearsals) approximately \$300 from which the agency would receive \$45. That added to station time costs (local) would bring the agency return to approximately \$75 per broadcast—certainly not enough to compensate them for the amount of work necessary. An adequate service fee is the most satisfactory way, I feel, to compensate the agency."

And what fair-minded advertiser would disagree? Agency proponents of the commission make use of a fee charge where it is obvious that to handle the business on any other basis would be unprofitable over a long period of time. Contention centers itself largely where considerable talent expenditures are concerned and, therefore, more to the point is the contribution from Kenneth M. Goode.

"My own viewpoint, and I believe that a good many fairly intelligent men agree," says Mr. Goode, "is that while, in principle, the 15 per cent commission from the publications is softened down by actual practice, it works out in general not only with a good deal of justice but perhaps better than

any other method of remuneration. The fact remains, nevertheless, that it was based on the handling of comparatively small units of advertising space and with comparatively small space expenditures for the mechanism involved.

"Therefore the range of radio with its large sum of money for apparently simple action seems to upset the balance.

"On the other hand, it must be fairly obvious that, where advertising is considered a professional matter and the advice is valuable in the sense a doctor's or lawyer's advice is valuable, the agent should be paid an even higher rate when he successfully enables the client to spend larger sums profitably. In other words, the opportunity to throw away huge sums of money without compensating results on the radio is so great and so universally accepted that any agent who can protect these very large sums against waste should be entitled to as much, certainly, as in minor cases where one person's judgment is just about as good as another's."

A Policy for Agencies to Follow Individually

This brings the discussion back to Mr. LaRoche who, in summarizing his analysis of the subject before the convention of the 4 A's, advocated a policy to be adhered to by agencies individually. It is: Know best what has to be done to get value out of radio for the client and build to get that value.

The nub of the controversy, as one agency puts it, is not so much dissension over commission on talent or commission on time plus a fee. Almost all the arguments center themselves around payments of commission on the salaries of top artists whose weekly salaries, in effect, represent a sizable fortune for the average man. If these commissions are justified, then those agencies earning them need educate not only their clients to that fact, but all advertisers so as to clarify any misunderstanding regarding the soundness of the standard 15 per cent.

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Colver Gordon

LONG a leader in the field of outdoor advertising, Colver Gordon died at Yonkers, N. Y., last week, aged sixty-six. He was vice-president of Bromiley-Ross, Inc., New York.



At nineteen he began his advertising career, traveling all over the United States and Canada doing advertising promotion work for Hood's Sarsaparilla. Mr. Gordon was a pioneer in introduction of American advertising methods in foreign countries, visiting Asia and Australia in 1893 for the C. I. Hood Company. He opened and became manager of its London branch, crossing the Atlantic seventy-two times during the period he was building up distribution in the British Isles.

For eight years he was advertising manager of the H. J. Heinz Company, in which position he arranged for the first talking sign on the Heinz Pier in Atlantic City. From 1912 he had devoted all his business life to outdoor advertising, handling this medium for a number of prominent advertisers.

Mr. Gordon had the distinction of being the first American to be elected Grand Master of a British Masonic lodge.



Heads New York 4A Council

Paul Cornell, Geyer-Cornell Company, Inc., has been elected chairman of the board of governors of the New York Council of the American Association of Advertising Agencies. Vice-chairman is Mark O'Dea, Mark O'Dea & Company, and secretary-treasurer is Samuel Meek, Jr., J. Walter Thompson Company.

Elected this year to the board of directors for two-year terms are: Richard Compton, The Blackman Company; R. L. Strobbridge, Newell-Emmett Company, Inc.; Mr. O'Dea and Mr. Meek. Continuing members of the board, whose terms expire in 1936, are H. L. Whittemore, Richardson, Alley & Richards Company; L. L. Shenfield, Pedlar & Ryan, Inc.; and Mr. Cornell.

Just the Man To Assist an Able President

For the president of a leading industrial or commercial organization this highly creative, versatile, sales-minded man would fulfill a recognized need:

He is today Executive Director of Sales, Promotion, and Advertising of a nation-wide company whose annual volume has been climbing to unprecedented new highs.

He has rebuilt and invigorated a nation-wide sales force—conceived and directed unusual, "response-getting" advertising programs, and sales plans—coordinated advertising and selling to achieve unanticipated results.

He is 28 years of age, married, university graduate. He has a rare power of logic, a decided flair for merchandising and market research, a rich experience in all phases of advertising technique and salesmanagement.

His present position is secure but definitely precludes the fullest and most effective expression of his abilities.

A minimum starting salary of \$10,000 per year might turn the trick in landing this very promising man.

All correspondence will be accorded strictest confidential treatment. Address "V," Box 91, Printers' Ink.

Account Executive WANTED—

Due to recent increase in staff and facilities, this agency is now in a position to service additional accounts.

The man joining us will receive intelligent co-operation and is offered an unusual opportunity to grow with a soundly established and rapidly developing agency.

Essential qualifications are an established reputation for character and integrity as well as demonstrated ability to get and hold accounts.

The confidential nature of inquiries will be respected.
ERNEST DAVIDS INCORPORATED,
347 Madison Avenue, New York City.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell
John Irving Remer, Editor and President
1906-1935

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMES, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue; Andrew M. Howe, Associate Editor; P. H. Erbes, Jr., Washington, 1208 Carpenters' Building; Chester M. Wright, London, 30 and 31 Great Queen Street, W. C. 2; McDonough Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue; Gene Compton, Manager.
St. Louis, 915 Olive Street; A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months.
Canada \$4 plus duty \$2.00 a year. Foreign \$5.

NEW YORK, MAY 2, 1935

Credit to Advertising

Somebody was just saying, again, that advertising is an economic waste—and, of course, somewhere, somebody was just saying it.

The man who ought to know most about that is the man who actually has used advertising, and seen it work—such a man, for example, as R. E. Shainwald, president of the Paraffine Companies, Inc.

We asked Mr. Shainwald about it. Just to keep the record straight, here is what he says:

We do not regard our advertising as an expense. It is an investment. Our advertising does not increase the cost of our products to the consumer; on the contrary, our advertising is intended so to increase and facilitate our business that manufacturing costs will be lowered and sales and distribution costs reduced through volume.

We have evidence that tends to prove that our advertising does ac-

complish these objects to the benefit of our employees, our dealer and jobber distribution, and to the public.

We have been enabled to carry a large number of our employees through the recent trying years. In 1932 we invested \$500,000 in the enlargement of our Emeryville plant. Today we employ 35 per cent more persons than we did in 1929.

Will Consumers Research, Inc. ever alert for accurate, first-hand information on this important subject, please reprint?

Outraged "Within a period of two years," the eloquently alarmed Bainbridge Colby declared at the A. N. P. A. dinner in New York last week, "the party founded by Thomas Jefferson and elected on a platform that proclaimed the liberties of which I speak has converted the American Republic into something too closely approaching a Socialist state and enveloped them in a mesh of tyrannous and bureaucratic rule that has no counterpart save among the peoples of Europe now sunk in the autocratic sway of unresisted dictatorship."

The former Secretary of State paused in his address to ask if he spoke "too strongly."

And the publishers roared, "No!" The publishers wanted more; and, if their preferences were to be consulted, the publishers wanted it hotter.

"This question of the freedom of the press," Mr. Colby went on, "I sincerely trust will never grow hackneyed, never trite. . . . This freedom must be preserved. It must be defended from the least inroad. It is to the press and the courts that America looks for the preservation of its poise and sanity in periods of excitement and disturbance."

The publishers applauded. Freedom of the press, they made it manifest, was something they

May 2, 1935
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heartily favored. Fight for it, they would, to their last pound of ink and their last exclamation point.

The publishers, in short, were mad. They were scrappy. In their association sessions they spoke their minds, belligerently; and certain of them went outside their meetings and spoke just as belligerently to outsiders.

To a man from Mars it might have seemed that here were the makings of at least a civil war.

But to an American, the babbings of defiance served merely to indicate that everything is quite all right. An individual, or a nation, that doesn't swear occasionally and kick the furniture is ill.

Freedom of the press? **PRINTERS' INK** endorses it just as heartily as does the most warlike publisher in the newspaper publishers' national association—and just as freely do we exercise it.

The Roosevelt Administration? Those of its unwise acts that have impinged upon merchandising we have criticized and ridiculed and condemned.

But we have kept out of politics. And, if we may presume to counsel the newspaper publishers, may we suggest that from now on—with 1936 in the offing—everyone remember that politics and statesmanship are almost never synonymous, and that appraisal of official action, when that appraisal is unbalanced by political bias, never is accurate?

And just by way of offering assurance that our nation, however well or badly it be ruled, is not on the verge of disaster, we presume to point out that, in the issue reporting the wind-up banquet of the publishers, the financial pages of the *New York Times* carried, among other headlines, these:

SOCONY-VACUUM OIL
INCREASES INCOME

BETHLEHEM STEEL
REPORTS ADVANCE

SALES GAINS SEEN
BY FURNITURE MEN

EXTRA DIVIDENDS
ON DIAMOND MATCH

MUNICIPAL BONDS
FORGE AHEAD

and

GENERAL MOTORS
SHOWS WIDE GAIN

The A. N. A. Meeting

That useful citizen, Paul West, managing director of the Association of National Advertisers, asks us, unblushingly and unafraid, if we can give a boost to the semi-annual convention of his organization which meets next Monday at White Sulphur Springs.

Well, why not?

Anybody who is a member of the A. N. A. or any publisher or agent who can wangle an invitation to the convention had better attend.

For this promises to be a general round-up discussion of consumer disbelief in advertising; and the gathering will be such a representative one—those Damon and Pythias friends, the A. N. A. and the Four A's, being only two of the various elements in attendance—that the consideration of this vital subject will probably be the most important of the year.

On this one count alone the meeting will be more than justified. The advertisers and agents may even go so far as to quit calling each other names in the argument as to whether 15 per cent on the gross is too much or too little to enable an agent to eat regularly. The more important questions on the program—questions affecting the interests of all advertising—may take first place, as they should.

There will also probably be, as usual, social advantages. But may-

be we had better not go into that.

It is really a pleasure, Mr. West. We hope your convention will be the best yet. And you have certainly held some good ones.

Economic Wonderland

His attention having been called by his attention-caller, Mr. Sloan, of General Motors, recalls Alice.

Touching on the annoyance of AAA Administrator Chester C. Davis, who is annoyed because motor-car exports are increasing while cotton exports are diminishing, Mr. Sloan gives utterance to a few nubbins of common sense, and explains:

"I make these observations in the hope of discouraging what will turn out to be another excursion into economic wonderland."

Alice among the Alphabets! What a glorious time she could have for herself; and what a marvelous time she could provide for the rest of us, as, exploring the abecedarian phantasmagoria, she enabled us to see its marvels with her observing eyes!

Oh frabjous day when the Jabberwock, galumphing through the wabe, did gyre and gimble with the AAA—the same he would outgrabe. And he left it dead, and with its head he went galumphing back.

"True to the thinking of the moment," says Mr. Sloan of Mr. Davis, "he proposes to correct the situation"—the export supremacy of automobiles over cotton—"by more regulation, the universal cure-all. I would suggest that he look into the fundamentals and find out what really is happening. . . .

"What is suggested is nothing more or less than to regulate out of the world markets American motor cars that represent American labor, American material, even a certain amount of American cotton

itself, and try to substitute more cotton that we cannot sell at the price we must ask."

It sounds—and perhaps we understate—like an economic *impasse*. But Alice would understand. In wonderland, everything is rational. In the world of Alice, Mr. Sloan, nobody was surprised when—"He thought he saw an Elephant that practiced on a fife: he looked again and found it was a letter from his wife. "At length I realize," he said, "the bitterness of Life!"

Yet even in wonderland there roams a kind of automatic correctionist. Crazy as he is, he may save us yet. Pin your faith, Mr. Sloan, on the Jabberwock!

The Vintners Educate

The vintners are launching a campaign of education. Co-operatively, they are undertaking to educate the American people in the proper use of wine.

Few Americans know enough about wine to know what to order in a restaurant, which wine goes with which course. Fewer still can pronounce more than a smattering of the names on the wine list. Inarticulate, they ask for what they can say—which often is just "red ink."

Thus the wine industry starts from scratch—to teach, to create a market, to build a business carefully, tactfully, constructively.

The task will be long. The industry will be hampered, no doubt, by overly zealous "regulation" and by revenue-grabbing taxation. But even in the face of handicap, the wine men tackle the job, well knowing how big it will be.

Meanwhile, advertisers will watch with interest. Obviously, in such an enterprise, advertising is the expedient closest at hand. Well managed, judiciously directed, consistently applied, it will help the wine industry mightily.

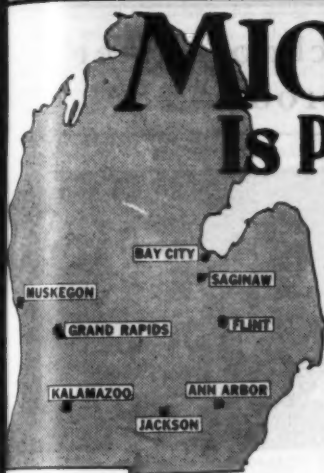


They read this great

They are with most confident advertising

Saginaw Kalam

I. A. KLEIN 50 E



MICHIGAN Is Prosperous NOW!

Here is your market,
ready for action! Your
opportunity to make
SALES! Buying power
is released!

The Booth Newspapers Cover the Best of This Michigan Market (outside of Detroit)

They reach the more than a quarter of a million families in
this great market who have increased buying power.

They are vital factors in influencing the buying of a populace
with money to buy. This great reader interest and reader
confidence will help your sales if you concentrate your
advertising in these Booth Newspapers.

Grand Rapids Press

Flint Daily Journal

Saginaw Daily News

Jackson Citizen Patriot

Muskegon Chronicle

Kalamazoo Gazette

Bay City Daily Times

Ann Arbor Daily News

I. A. KLEIN, Inc., Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

The Little Schoolmaster's Classroom



SELLING to buyers when they visit the home office of the company is like playing ball on the home ground. The salesman naturally feels more at ease and in addition, has ready access to every available sales tool, including a complete line of products. Not many companies, however, are prepared to do a good selling job on display when the buyer visits the showroom. A typical window display may be set up in one end of the room but otherwise the emphasis is usually upon the merchandise.

Believing as they do that it is very important to get all of their dealers to use the display material properly and also show the merchandise satisfactorily in the stores, Wilson Brothers have fixed up a special room at their Chicago headquarters. This is called the promotion room. Here buyers can see how the display pieces look in actual use, what sort of windows they can prepare with the material offered and also see how the company suggests the merchandise itself should be displayed inside the store.

This idea gets the buyer interested in promoting the merchandise as well as buying it.

that come to the Schoolmaster is that of the young man, just starting out, who asks, "How can I get a job in advertising?" So frequently was this question asked that Roy Dickinson wrote an article (*PRINTERS' INK*, April 5, 1934) entitled "How Shall I Break Into Advertising?" as a help to these young men.

"A youngster in whom I am interested," a member of the Class writes to the Schoolmaster, "read that article and had a long talk with me. He wrote twenty or thirty letters to newspapers in New England. Attached is a copy of one of those letters. He got a job and is quite happy. Incidentally, he scored better than 80 per cent in replies and after he landed his job he had several other openings offered as a result of that one letter."

The Schoolmaster has had occasion to read many letters of application written by those trying to break into advertising. Some of these have failed because the authors have tried to be too original; others because they have given too meager information; and others because of certain intangible qualities that prejudice an employer against an applicant.

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High up on the list of inquiries

of writing a good application, the Schoolmaster is printing the letter referred to. Every young fellow, of course, will not be able to duplicate the background described in this one—but it may suggest a framework. It reads:

I want a job on a newspaper. I am willing to do anything to make myself valuable. People interest me: what they say, what they do and how they do it. Fortunately I have been able to make friends with all kinds. If I were not convinced of an ability to tell in an interesting, direct manner what I see, I would not be applying for a job that calls for so much imagination and intelligent observation.

For practice, I have done considerable news writing on my own: factual reporting, reviews of public events and descriptive narrative.

I have lived in four New England States and know the country. Educated at Exeter and Yale, whence I graduated in 1928 and 1932 with good records. Experience gained in associating with people as president of my school and college fraternities was supplemented, both in and out of school, by hard, practical work in professional music. I have been player and arranger for ten years.

This brought me two European trips and some knowledge of the people of Iceland, Norway, Sweden, Russia, France, Germany and England. A camera was a real asset here, with which I became proficient enough to gain professional compliments.

On returning, largely through family influence, I entered Harvard Law School, remained there one year, then worked last year in merchandising: Bamberger's in Newark. I had always thought of journalism, and realizing that a varied existence would stand me in good stead, determined to get onto a newspaper as soon as possible.

Hard work does not scare me. I'll work for nothing until I deserve some pay. Having played eight years of school and college hockey, I can take punishment. Is there an opening on your paper?

• • •

This sentence sticks out of a

INDUSTRIAL ARTS Exposition

A preview of prosperity—the newest in Housing, Home Appliances, Transportation, Fabrics and Materials—and the finest group of Model Rooms, Train, Ship, and Automobile Models ever presented.

NOON to 10:30 DAILY

Admission 25c

ROCKEFELLER CENTER
APRIL 16 — MAY 15

38 ways of
using premiums
in merchandising
are described in

"Basic
Questions
on
Premiums"

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May Issue
Printers' Ink Monthly

FLY there! 

TICKETS DAY OR NIGHT FROM

COOK'S

ROOSEVELT HOTEL

MURRAY HILL 6-4070

587 FIFTH AVE. • 253 B'WAY

WALDORE-ASTORIA HOTEL



Your "House Organ"

● A convenient vest pocket note-book issued every month . . . a dated page for each day with an interesting quotation and space for memoranda . . . eight

cover and insert pages for your advertising. Furnished with your individual cover design and advertising at standardized low prices.

Samples and prices on request.

Norman Duble, 192 Lexington Ave., New York

PUBLISHER'S STATEMENT OF CIRCULATION

This is to certify that the average circulation per issue of *Printers' Ink* for the six months' period July 1st to and including December 31st, 1934, was as follows:

Copies sold	16,146
Copies used for checking, employees, samples.....	533
Total.....	16,679

PRINTERS' INK PUBLISHING CO., INC.
Signed J. Chaslin, Circulation Manager.
Subscribed to and sworn before me on this 24th day of April, 1935, EUGENIA P. HISCANO, Notary Public, New York County. Term expires March 30, 1937. Certificate filed in New York County No. 433. New York Register's No. 7H489.

Representative for Southern New Jersey

Resident of Atlantic City desires to represent a reputable company in Southern New Jersey. Excellent background of general business and sales experience. Willing to start on low compensation basis provided proposition has good future possibilities. A letter or telephone call will bring full details. Geare-Marston, Inc. (Advertising Agency), 1606 Arch St., Philadelphia.

letter recently sent in by a Class member describing some material issued by his company: "In accordance with our custom we sent copies of this piece of advertising to each of our manufacturer competitors."

Many companies guard their advertising literature from competitors as though it were composed largely of secret documents concerning a possible war between the United States and Japan. In most cases the material is obtainable by any competitor who will do what an average consumer does to get it.

A few enlightened companies make it a practice to send samples of advertising to competitors. This practice creates better feeling in the industry and is likely to help an advertiser resist the temptation to become unduly competitive in his copy. . . .

The *Rural New Yorker* recently published a two-paragraph editorial that was so full of good sense that the Schoolmaster reprints it:

"Reports come from Albany that the milk advertising program will be renewed this year. When experienced advertisers propose an advertising campaign and an appropriation to pay for it, the first thing they do is to go over their distribution plans and perfect them before they do any advertising. The advertising last year seemed clearly to have been well planned and efficiently handled as a publicity job, but the record is that it did not increase the consumption of milk. The hardest drive was made during the month of August and the Cornell reports were that consumption was the lowest in several years.

"Everyone at all familiar with the industry knows that our whole trouble lies in our distribution. The Governor has emphasized this defect. If the appropriation of last year had been spent to perfect the system of distribution that alone would be sure to show re-

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633, Printe

Classified Advertisements

BUSINESS OPPORTUNITIES

I Want To Buy a small established manufacturing business, preferably one manufacturing consumer's products. Paul A. Frank, 627 Second National Bldg., Akron, Ohio.

TRADE PAPER WANTED—Established organization will purchase outright or on royalty basis trade paper in a promising field. Here's your chance to unload. Box 636, Printers' Ink.

Publishers' Representative, own New York office, wants Eastern representation of Western publication, with circulation sufficient to produce on keyed copy. Excellent references. Box 638, Printers' Ink.

ADVERTISING SPACE SALESMAN, experienced man, wide acquaintance, wants Eastern representation of leading publication or position as salesman or manager Eastern office. Box 634, P. I. Going prosperous national mail order business for popular specialty est. seven years needs live active man or woman with \$5,000 to \$10,000 to expand for profitable business easily available with little competition. Would also consider proposition for such financial support from any mail order or other firm who could use customer list for other merchandise. Address with particulars Box 603, Sandusky, Ohio.

PUBLICATION REPRESENTATIVE Live representation in N. Y., N. J., Penn., wanted by an unusual specialty publication in the printing paper field—a result-producing medium for all advertisers connected with the graphic arts. Published in Chicago. Adequate, satisfactory commission basis. Handling non-competing publications is no objection. Will arrange interviews in New York City during next few weeks. Box 646, Printers' Ink, Chicago.

HELP WANTED

Wanted—Advertising solicitor for society magazine with good contacts and references. Prefer former society magazine experience. Commission basis. Box 642, Printers' Ink.

Advertising Man—Experienced in preparing dealer service for hosiery manufacturer. Must write good copy, prepare layouts and thoroughly understand complete production. State age, former connections, salary. Box 639, Printers' Ink.

Several Men, college graduates, preferably with teaching experience, now engaged in Advertising, Marketing or Selling, for teaching these subjects in Evening classes in Manhattan. Mail full details of education and experience. Box 635, P. I.

WANTED—MAN—MUST BE EXPERT AND CAPABLE FOR PURCHASING PRINTING, PAPER, PLATES, ART WORK. STATE QUALIFICATIONS, SALARY. REPLY TO BOX 648, PRINTERS' INK.

CONTACT MAN: Acquainted with National advertisers and food packers in the East, also man for Pacific Coast, to sell the newest self-supporting premium plan. Now used by one of the largest National Advertisers. Liberal commission. Box 633, Printers' Ink.

WANTED: Experienced direct mail writer, who can create business getting letters. Must be capable of developing sales plans and able to merchandise them to National advertisers. Give experience in detail, sample of work and minimum salary. Box 632, Printers' Ink.

MISCELLANEOUS

REDUCE OVERHEAD!! Improved process reproduces sales letters, advertising literature, booklets, etc. Cuts unnecessary. Alert buyers will investigate. Samples. Laurel Process, 480 Canal St., N. Y. C.

PHYSICIANS' NAMES-PLATE LIST-FOR SALE 125,000 on Addressograph plates. Checked up-to-date. Geographically arranged in metal drawers. Immediate sale. Great Saving. Box 649, Printers' Ink.

POSITIONS WANTED

AGENCY SALESMAN AND CONTACT MAN, 15 years' experience. Can direct advertising, sell product, or both. Consider agency or manufacturer. Age 40. Box 641, Printers' Ink.

Copy Writer—Young lady who has specialized in Advertising Copy Writing at Columbia University, desires a position or Free Lance Work with an Advertising Agency. Box 644, P. I.

ADVERTISING MANAGER, 26, 5 years dept. store experience—copy, layout, management, seeks wider opportunity with agency, manufacturer or large retailer. Box 645, Printers' Ink.

Who needs copy with Pull! Pop! Poise!

Fire-tested young writer now restless in soft job wants tough job demanding good copy. He's no hack. Box 640, P. I.

Aggressive sales-promotion—advertising man with demonstrated selling ability. 14 years with largest manufacturers. Knows merchandising to jobbers, department stores, chain stores, consumers. Hired, trained, directed and worked with sales force from coast to coast. 35, married, Christian. Box 643, Printers' Ink.

Advertising Woman, 32,

thoroughly trained to create and develop retail accounts on small city and metropolitan papers, seeks responsible position on advertising staff of small City daily or as copy writer in agency. Box 637, Printers' Ink.

IMAGINE IT...

A young woman of personable (whatever that means) appearance, wishes a man-size job, in which she may be allowed to SELL merchandise; be it baby carriages, spinach, or—well, you name it. Ten years' experience in general merchandising, selling, direct mail; writing advertising for department stores, agency, class magazines, and for a number of nationally advertised foods. Believe in the advertising I write, and have braved many directors' meetings to sell it. Can convince others by resultant sales figures. When may I go to work—for you? Box 647, Printers' Ink.

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No responsibility is assumed for any omission

Advertising rates: Page \$125; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

sults and an equal amount spent this year might then be reasonably sure to further increase consumption."

...

Occasionally in the history of this slightly confused business called advertising certain series of advertisements stand out as classics. Ability is given to few copy writers to create advertisements that are clipped and treasured. Occupying an unquestioned place in this select group was the Buoyant Chair advertising from England.

A recent comment in **PRINTERS' INK** concerning the Buoyant Chair copy has elicited the following letter from Class member Alice Eckert:

"May I confirm Mr. David Barrington Bree (**PRINTERS' INK**, March 21) on the subject of Buoyant Chair advertising and poet-written copy? While I don't know what it is like today, I still treasure a clipping of one I found in *Punch* on July 11, 1923. It says, in part,

"Your arm chair knows a lot about you, doesn't it? An old friend! Dreams of the future; regrets for the past; little impromptu naps, all of them in your arm chair.

"A thing which counts for so much in your life is worth a little care in choosing. You ask a lot of your arm chair. You want it to be submissive and yet strong; to feel old when it is young, and young when it is old. The Buoyant chair will do all this."

"I say it's poetry—and too, it's advertising that would make me buy a Buoyant Chair without even seeing it!"

Few Class members will dispute Miss Eckert's choice.

♦ ♦ ♦

Atlantic Agency Council Elects Officers

C. Harold Marston, of Geare-Marston, Inc., Philadelphia, has been elected chairman of the Atlantic Council of the American Association of Advertising Agencies. Vice-chairman is Joseph Katz, of the Joseph Katz Company, Baltimore, and secretary-treasurer is Florence M. Dart, Simperts Company, Philadelphia. Robert S. Simperts represents the council on the Four A's executive board.

Out of **100 CUSTOMERS**

lost to a retail store, only one is dead.

A few have moved to other parts.

Some have been lured away. . . .

The great majority have failed to
continue buying for lack of intel-
ligent and persistent follow-up.

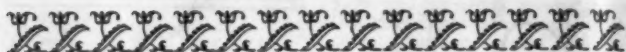
Here's food for thought!

For it means that of each 100 inactive accounts on your books, only one is absolutely and irremediably lost to you. The others have simply strayed from the fold, and properly followed up by direct-mail, may be once again restored to your active list. We are here to help.

Mc-dallion 3-3500

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE, NEW YORK CITY



68% Greater Coverage



On weekdays over 644,000 families in Chicago and suburbs alone read the Tribune. This is a 68% greater coverage of the metropolitan market than is available through any other Chicago daily newspaper. The Tribune is the only Chicago newspaper which delivers the volume of circulation—the selling impact—which enables advertisers to get maximum results in this market.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

Average net paid daily circulation during the six months' period ended September 30, 1934—city and suburban 644,000—Total 801,000

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